ANNUAL REPORT

for the

Iowa Highway Safety Program



Federal Fiscal Year 2001

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Planning & & Administration



Planning & Administration



PROGRAM CHARACTERISTICS

Training

Technical Assistance

TARGETED POPULATION(S)

GTSB Staff

Program Administrators

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,000 or more serious injuries and approximately 450 fatalities. A key element in Iowa's efforts to reduce the death and injury resulting from traffic crashes on our state's streets and highways is the timely and prudent administration of federal highway safety programs such those funded under Sections 157, 157I, 402, 405a, 410, 411 and 2003b.

GOALS AND OBJECTIVES

- ◆ To provide the management/financial expertise necessary to plan, contract, monitor and evaluate Iowa's highway safety program.
- ◆ To provide the administrative capabilities necessary to support total program efforts.
- ◆ To provide fiscal training and information to contractors.

STRATEGIES AND ACTIVITIES

As Director of the Governor's Traffic Safety Bureau, Mr. J. Michael Laski is responsible for the agency's day-to-day operation. He is the signatory authority for fiscal and program operations. Mr. Laski supervises a staff of ten full-time employees and provides direction for the operations program and financial management of the Bureau. In addition to his management duties, Mr. Laski serves as a member of the State Traffic Records Advisory Committee and the Iowa Safety Management Systems Policy Committee. He is a Board member of the Iowa Traffic Control and Safety Association. Mike is also involved in management activities and professional development within the Department of Public Safety.



Ms. Shelley DeForest serves as the Manager. Bureau's Fiscal She is all fiscal responsible for reporting requirements including the preparation of the fiscal information included in the Highway Safety Plan and the Annual Report. She oversees all budgetary aspects of the Bureau's 157, 157I, 402, 405a, 410, 411 and 2003b contracts. Ms. DeForest is also responsible for claim reimbursement processing and the preparation submission of Change Orders. Ms. DeForest prepares budget information for the Bureau and provides assistance to program contractors and the rest of the staff on fiscal matters. She maintains the Bureau's financial related policy files and utilizes NHTSA's grant tracking system. She also serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. As such, she provides administrative support for the entire range of Bureau operations including program and financial activities. educational and promotional materials and contractor reporting requirements. Bennett provides primary assistance in the preparation of the Bureau's state and federal contractual agreements, Problem Identification, Highway Safety Plan, and Annual Report. She assists in the preparation of all Bureau correspondence, and maintains the Bureau filing systems, which includes the highway safety contract Ms. Bennett maintains agency files.

activity schedules, ensures federal and state deadlines are met and handles all travel arrangements for Bureau staff. She is responsible for updating the GTSB's Policy and Procedures Manual. Additionally, she designs computer presentations for the Bureau Director and other staff.

RESULTS

Program management and financial expertise was provided for planning, contracting, monitoring and evaluating federal 157, 157I, 405a, 402, 410, 411 and 2003b highway safety programs as well as the General Motors grant. Administrative support also was provided for the management of these efforts. program **Fiscal** same information, training and program oversight was provided to all Governor's Traffic Safety Bureau contractors. The FFY 2000 Annual Report, FFY 2001 Highway Safety Plan and all fiscal documents were completed on a timely basis.

FUNDING BUDGET EXPENDED Section 402 \$130,000 \$113,682

CONTACT

Shelley DeForest

Iowa Governor's Traffic Safety Bureau 515/281-3730

Alcohol



Alcohol Emphasis Area Contractors:

	Budget	Expended
Clinton County Sheriff's Office	\$6,000	<i>\$4,732</i>
Clinton Police Department	\$10,125	<i>\$8,859</i>
Council Bluffs Police Department	\$26,000	\$25,000
DCI Laboratory	\$15,000	<i>\$14,444</i>
Des Moines County Sheriff's Office	<i>\$4,125</i>	<i>\$2,441</i>
Dubuque County Sheriff's Office	\$13,500	<i>\$12,914</i>
Dubuque Police Department	\$42,500	<i>\$36,589</i>
GTSB Drug Evaluation & Classification	\$5,000	\$0
GTSB Educational Materials	\$15,000	\$12,881
GTSB Travel	\$5,000	<i>\$144</i>
Iowa City Police Department	\$21,000	<i>\$20,996</i>
Iowa Law Enforcement Academy	\$85,000	\$85,000
ISU Department of Public Safety	\$8,250	\$6,729
Johnston Police Department	\$5,100	\$4,024
KN Integer	\$70,000	<i>\$69,775</i>
Le Claire Police Department	\$3,500	<i>\$2,764</i>
Lee County Sheriff's Office	<i>\$6,375</i>	\$3,758
Marion County Sheriff's Office	\$10,000	\$3,420
Mason City Police Department	\$16,500	\$14,612
Muscatine Police Department	<i>\$7,125</i>	<i>\$4,198</i>
Ottumwa Police Department	\$12,500	\$12,500
Pottawattamie County Sheriff's Office	\$11,000	\$10,450
Prosecuting Attorneys Training Co.	\$148,000	<i>\$146,451</i>
Scott County Sheriff's Office	\$11,500	\$10,619
Sioux City Police Department	\$17,500	<i>\$16,464</i>
State Court Administrator	\$14,000	\$14,000
Woodbury County Sheriff's Office	\$10,500	\$9,791

Alcohol



PROGRAM CHARACTERISTICS

Enforcement
Education/Training
Support Services
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Youth
Judges & Prosecutors
Law Enforcement

PROBLEM IDENTIFICATION

Despite significant reductions in Iowa alcohol-related fatalities and injuries during the 1990s, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 2000 totaled 112. This is a 16% decrease from 1999 when 133 people died. Alcohol-related fatalities have declined by 47% since 1990. Alcohol-related injuries totaled 2,445 in 1999, down 38% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 27% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities.

Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To maintain or increase total OWI enforcement contacts in the project areas.
- ◆ To maintain at least an 85% statewide OWI conviction rate.
- ◆ To provide specialized alcoholrelated traffic safety education to judges, prosecutors, law enforcement officers and students.
- ◆ To provide the technical and analytical expertise to Iowa agencies implementing alcohol and other drug programs.
- ◆ To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2001.
- ◆ To achieve and maintain an alcoholrelated fatality rate of .45 alcoholrelated fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2001.

STRATEGIES AND ACTIVITIES

Enforcement

Seventeen police offices and sheriffs' departments were part of the 402 alcohol emphasis area as well as Iowa State University's Department of Public Safety. Agencies used selective overtime enforcement to focus on OWI and other alcohol-related violations. Special nighttime emphasis was given to enforcement primarily on weekends due to the elevated risk of alcohol-related crashes. Agencies actively participated in cooperative efforts with other local police and sheriffs' offices including safety checkpoints, saturation patrols and corridor projects. Many conducted bar checks and monitoring activities at licensed liquor establishments.

One key to successful enforcement regarding impaired driving, especially during a decade of declining alcohol-related fatalities and injuries, has been the recognition that impaired driving does not occur in a vacuum. Impaired drivers, particularly those with BACs between .10 and .15 often exhibit other illegal driving behaviors such as speeding and non-use of safety belts. Because of this fact, alcohol enforcement contracts also contain goals for safety belt and speed/other serious moving violation enforcement.

Education/Training

Judicial training is provided through the *State Court Administrator's Office* within the Iowa Supreme Court Office of Judicial Education and Planning. Activities include traffic safety/traffic law training at the annual Iowa Magistrates Conference, as well as specialized traffic court training at the national judicial educators conference for the Executive Director of Judicial Education.

Training for prosecutors in Iowa's 99 county attorney offices and for law enforcement officers regarding OWI case procedures is provided by the *Prosecuting Attorneys Training Council*. The *Iowa Law Enforcement Academy* provides training to peace officers statewide on a broad range of OWI related issues and techniques including Standardized Field Sobriety Testing, Horizontal Gaze Nystagmus and drug interdiction training.

In addition to projects specifically geared toward training, local enforcement contracts also included training and education components. Impaired driving awareness programs are conducted at local schools at both the high school and elementary level. Officers also receive training through various workshops they attend with GTSB funding support.

Public Awareness

A comprehensive alcohol/impaired driving program must reach beyond traditional enforcement efforts and embrace a wide array of training; education and public information initiatives in order to achieve sustainable and meaningful reductions in traffic related death and injury.

Iowa's public information efforts are spearheaded by a statewide alcohol mass campaign, media produced administered for the GTSB by KN Because of their over Integer. representation in alcohol-related crashes, drivers under the age of 35 are the primary target audience for television, radio and corresponding print public service announcements (PSAs). For the first time ever, movie theaters across Iowa helped promote traffic safety by showing the Bureau's PSAs as movie Young theatergoers were a trailers. "captive" audience for the airing of several impaired driving spots. addition to PSAs, educational materials are also produced and distributed statewide through the GTSB office. These include posters, brochures and items such as ink pens, note pads and paper clips imprinted with a message on not drinking and driving.

Local enforcement agencies also make a significant contribution to public awareness of impaired driving and its consequences. The *Iowa City Police Department* and other local partners used public information and pre-event notification to enhance the impact of

both a June 2001 vehicle safety checkpoint and extensive liquor establishment checks conducted in June and September.

The Scott County Sheriff's Office Operation H.E.A.T. spearheaded (highway enforcement action team) as part of an effort to educate the public on series of corridor and special enforcement events conducted during the summer of 2001. This effort involved the Davenport Police Department and the Iowa State Patrol as well. A one-day public relations/law enforcement event was used to explain the H.E.A.T. campaign, distribute key chains and conduct demonstrations of lidar speed enforcement equipment.



The Quad City Times featured an article on the H.E.A.T. corridor project.

The *Dubuque Police Department's* fulltime GTSB-supported officer provided monthly traffic safety spots for the local public access television station.

In perhaps the biggest single impaired-driving public relations event of the year, the *Prosecuting Attorneys Training Council*, in cooperation with numerous police departments and sheriffs' offices, spearheaded a statewide demonstration of the effect of alcohol consumption on impairment. Held appropriately on 08-08-01, the .08 BAC demonstrations were designed to raise public consciousness about impairment and its impact on traffic safety.

Support Services

Support programs include toxicological support for the Department of Public Safety's *Division of Criminal Investigation Laboratory*, which analyzes about 2,000 breath, blood and urine samples annually for OWI cases.

RESULTS

Enforcement

Reductions in alcohol-related traffic fatalities and injuries have been the primary factors behind overall reductions in traffic deaths and injuries in Iowa. Over the past ten years, Iowa has experienced a 47% drop in alcohol-related fatalities and a 38% drop in alcohol-related injuries. With these significant reductions has come an obvious reduction in the number of

impaired drivers on our state's streets and highways. A total of 750 OWI contacts were reported by the 18 enforcement agencies funded under the 402 alcohol emphasis area.

The Ottumwa Police Department led all agencies with 131 OWI contacts, 20% in excess of the department's goal of 110. Other agencies that exceeded 100 OWI contacts included the Iowa City Police Department with 122 and the Dubuque Police Department, whose full-time officer contributed 115 OWI contacts.



Officer Huff of the Iowa City Police Department works along Interstate 80 during a corridor project. Cooperative efforts like this have proven invaluable in reducing traffic crashes.

Other agencies reporting 40 or more OWI contacts included the *Clinton Police Department* with 65; the *Muscatine Police Department* with 46; the *Lee County Sheriff's Office* with 44 and *Iowa State University's Department of Public Safety* with 42. Lee County's OWI contact total was the highest among the seven sheriffs' offices that received overtime funding in the alcohol emphasis area. Six other agencies reported 25 or more OWI contacts.

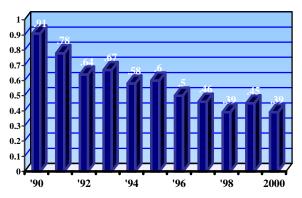
Because occupant protection use is vital to protecting the lives of all Iowans, including those involved in collisions with impaired drivers, seat belt and child restraint contacts are a basic requirement of all 402-funded enforcement programs. Alcohol-funded 402 enforcement agencies made a significant contribution in this area for the third consecutive year. Total seat belt and child restraint enforcement contacts for these 18 agencies reached 5,078; an increase of more than 1,100 or 28% from FFY 2000 totals. The Iowa City Police Department led all agencies with 931 contacts. Several other agencies exceeded 500 contacts including the Dubuque PD with 742, the Clinton PD with 574, and the Ottumwa PD with 518. Nine other agencies exceeded 100 occupant restraint contacts including the Pottawattamie County Sheriff's Office who led all county enforcement with 331 belt and child restraint contacts. Eight agencies exceeded their contact goals for occupant protection including several approached 200% of their target. In all, the 18 alcohol enforcement agencies averaged more than 280 belt contacts.

In the 15 years since Iowa enacted its primary belt law seat belts have saved over 4,600 persons from death or life-threatening injury on our state's streets and highways. Despite a 78% usage rate that places Iowa 10th in the nation, lack of restraint use remains in a virtual tie with impaired driving as a contributor to death and serious injury on Iowa roads. Speed and other moving violation interdiction is a vital part of impaired

driving enforcement. With fewer than 6% of the drinking drivers involved in Iowa fatal crashes having a previous OWI conviction, speed, running stops signs/lights and other traffic offenses provide an important avenue for officers to locate and apprehend impaired drivers.

The 18 enforcement agencies with an alcohol emphasis tallied 7,477 speed and other moving violation contacts. Though slightly less than in FFY 2000, they still averaged over 415 contacts per agency. Dubuque Police Department, utilizing one full-time officer, led the way with 1,063 contacts. Six other agencies reported 500 or more contacts including the Ottumwa PD with 849, the Clinton PD with 699, the Scott County Sheriff's Office with 614, the Iowa City PD with 602, the Sioux City PD with 552 and the Council Bluffs PD with 523. Other agencies exceeding their contract goals included the Johnston and Le Claire police departments and sheriffs' offices from Clinton, Des Moines, Dubuque and Pottawattamie counties.

Alcohol Related Fatality Rates per 100 million vehicle miles traveled

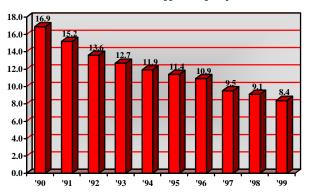


The enforcement activities of these agencies contributed significantly to the all-time record low in alcohol-related fatalities of 112 set in calendar year 2000. Total fatalities also fell significantly in 2000 with 445 statewide traffic deaths, down by 45 or 9% from 1999's total of 490. Iowa's alcohol-related fatality rate of .39 per 100 million vehicle miles traveled is also an all-time low and well below the goal of .45.

The percentage of fatalities, which were alcohol-related, tied the all-time best for the state at 25%, achieving our goal of 28% or fewer alcohol-related traffic fatalities. This figure also placed Iowa second lowest in the nation with only Utah having a lower percentage (24%) of alcohol-related traffic deaths.

Alcohol-related injuries also hit an alltime low with 2,445 injuries in 1999, which is the last year that complete figures are available. Over the decade of the 1990s, alcohol-related injuries in Iowa have declined 38% while the injury rate per 100 million vehicle miles traveled has fallen by 50%.

Alcohol Related Traffic Injury Rates



Education/Training

addition to coordinating traffic safety/law training for magistrates and other judicial personnel, the Executive Director of Judicial Education was an active participant in a .08 Resource Planning effort coordinated by the Governor's Traffic Safety Bureau. The Attorneys Prosecuting **Training** Coordinator provided an OWI Update and information on vehicle search activities in conjunction with suspected impaired driving stops at the Iowa county Association Attorneys semi-annual meetings. Combined law enforcement/ prosecution training events which focused on implied consent, youth alcohol and vehicular homicide were held at seven locations across the state with a total of 16 prosecutors and 157 enforcement officers trained. Individual consultations included 52 with law enforcement personnel and 212 with prosecutors.

The Iowa Law Enforcement Academy conducted six basic Standardized Field Sobriety Testing (SFST) courses with 240 students in attendance as well as two SFST Instructor re-certification classes with a total of 36 officers in attendance. In addition, six occupant restraint classes were held with 242 offices trained. The Drug Recognition for Street Officers course was offered 14 times with a total attendance of 369. These training efforts were essential in keeping Iowa's OWI conviction rate at 90%.

Public Awareness

KN Integer continued distribution of an alcohol mass media campaign completed late in FFY 2000. The PSA entitled "ATM" was distributed to 29 television stations, 240 radio stations and nearly 350 newspapers. It focuses on the cost associated with a single 1st offense OWI conviction. Directed at the high-risk age group of 21-35 year olds, ATM also broke significant new ground for the GTSB by becoming the first PSA produced for the Bureau to be used in Iowa movie theaters. One hundred movie screens throughout the state ran ATM just prior to Thanksgiving of 2000 through March of 2001. An estimated two million moviegoers saw ATM. Significantly, this is a captive audience whose age demographics parallel highrisk alcohol crash populations. A new "Rewind," was produced for PSA. television, radio, print and movie theater use at the end of FFY 2001.



All enforcement agencies conduct local public information and education efforts during the program year. Highlights include special education/enforcement

efforts targeting the "back to school" theme by *Ottumwa Police Department* and *ISU's Department of Public Safety*. The *Johnston PD* focused education efforts on boy and girl scout troops and seniors while the *Iowa City PD* participated in a total of 229 public information/education related activities.

The P.I.& E. highlight of the FFY 2001 program year was the "08-08-08" event coordinated by the *Prosecuting Attorneys* Training Council. Designed to raise public awareness on the relationship between consumption alcohol impairment, it was conducted statewide on August 8th at more than 20 locations involving dozens of law enforcement agencies, well over 100 officers and more than a dozen judges and prosecutors. The event received extensive television and radio coverage and served to raise awareness about .08 BAC as both a public policy issue and as a reasonable standard of impairment.

Support Services

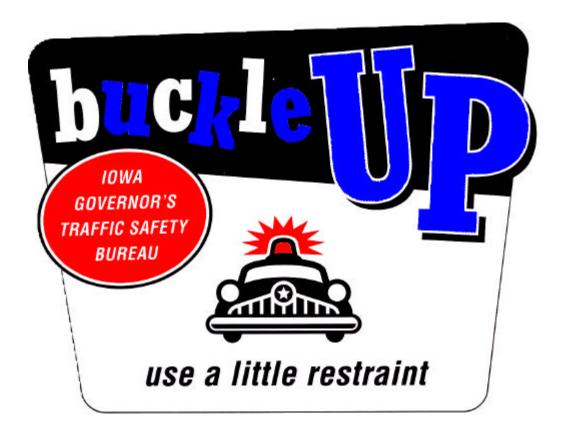
The Criminalistics Laboratory of the *Division of Criminal Investigation* analyzed over 1,800 breath, blood and urine samples for the presence of alcohol and other drugs.

FUNDING	BUDGET	EXPENDED
Section 402	\$600 100	\$553 555

CONTACT

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Occupant Protection



Occupant Protection Emphasis Area Contractors:

	Budget	Expended
Ankeny Police Department	\$5,000	\$5,000
Cedar Rapids Police Department	\$5,625	\$5,621
Department of Public Health	\$15,000	\$3,038
GTSB Educational Materials	\$55,000	\$47,043
GTSB Occupant Protection Projects	\$41,000	\$17,722
GTSB Travel	\$5,000	\$1,163
Iowa Rehabilitation Network	\$20,000	\$17,493
Iowa Sheriffs & Deputies Association	\$25,000	\$25,000
Iowa State Patrol C.A.R.E.	\$125,000	\$119,992
Iowa State Patrol	\$134,240	\$121,993
ISU Department of Public Safety	\$5,000	\$4,812
KN Integer	\$80,000	\$79,703
University of Iowa	\$16,000	\$16,000

Special Occupant Protection Emphasis Area Contractor:

	Budget	Expended
Department of Public Health	\$33,000	\$27,458

Occupant Protection Incentive (405a) Emphasis Area Contractor:

	Budget	Expended
Department of Public Health	\$155,000	\$85,171
GTSB Occupant Protection Conference	\$10,000	\$6,959

Child Passenger Safety Education (2003b) Emphasis Area Contractors:

	Budget	Expended
Department of Public Health	\$25,000	\$25,000
GTSB Travel & Training	\$10,000	<i>\$7,440</i>
KN Integer	\$90,000	\$87,978

Occupant Protection



PROGRAM CHARACTERISTICS

Enforcement Education/Training

TARGETED POPULATION(S)

General Public
Nurses/Teachers/
CPS Technicians
Parents/Day-care Providers
Family Service Workers/Car Dealers

PROBLEM IDENTIFICATION

Each year, more than 400 persons are killed and over 3,000 seriously injured in Iowa traffic crashes. In 2000 alone, 445 persons lost their lives. Two hundred of those were unbelted vehicle occupants. Besides impaired driving, speeding and stop sign/light violations, the lack of restraint use is a major contributor to death and serious injury in traffic crashes.

Low use populations identified in the state through crash outcomes, seat belt citations and observational surveys include persons ages 16-30, particularly males, vehicle operators in rural areas and children ages 3-5.

GOALS AND OBJECTIVES

◆ To enhance the motoring public's use of safety belts/child restraints through programs targeted for enforcement, educators and the general public.

- ◆ To measure and evaluate safety belt/child restraint use in Iowa and to disseminate safety belt/child restraint information to target audiences through publications and conferences.
- ◆ To initiate belt programs aimed at low use populations, including youth.
- ◆ To achieve a statewide child restraint use rate of 77% by the end of FFY 2001.
- ◆ To achieve a statewide safety belt use rate of 85% by the end of FFY 2001.
- ◆ To coordinate the statewide child safety seat educational program.
- ◆ To determine and prioritize strategies designed to improve statewide occupant protection usage for children with special emphasis on low usage populations.
- ◆ To hire a person to establish and coordinate 15 child safety seat fitting stations and provide education on all phases of proper use of occupant protection systems for children.
- ◆ To provide and coordinate child safety seat community training - 4 to 8-hour sessions.
- ◆ To develop and implement one child safety seat conference to update technicians.

- ◆ To purchase and distribute child safety seats for distribution at checkup events/fitting stations when child safety seats are unsafe to use.
- ◆ To provide three 4-day certification training sessions in the proper use of child safety seats.
- ◆ To develop and purchase educational/ promotional materials to support training, checkup events and fitting stations.
- ◆ To develop and produce six 15second public service announcement/ training videos on the six most often seen child safety seat usage problems in Iowa.
- ◆ To develop supporting newsprint public service announcements.
- ◆ To develop a new brochure to address Iowa's occupant protection laws.
- ◆ To purchase materials to support the start-up of child safety seat fitting stations.

STRATEGIES AND ACTIVITIES

Occupant protection efforts funded by the GTSB benefit from safety belt and child safety seat enforcement that occurs as part of alcohol and police traffic services enforcement contracts. During FFY 2001, nearly 8,000 enforcement actions resulted from overtime under these two areas. While public information and education take the front seat in occupant protection funded activities, selective overtime by the *Iowa State Patrol* and the *Cedar Rapids Police Department*, funded under the occupant protection section, are an important component of the overall belt effort.

The cornerstone for pubic awareness on occupant protection is the mass media campaign produced by KN Integer. During 2001, a new campaign was developed based on a social norms concept about false negative stereotypes such as "almost everyone drinks and drives" or most people my age don't wear seat belts." Such false negative concepts can influence people to make unsafe choices because they perceive that "everyone else is doing it." The new concept recognizes that the overwhelming majority of Iowans do buckle up (78%). The message, coming from law enforcement, is that Iowans do a good job of wearing their seat belts and we do a good job of enforcing our occupant protection laws.

The University of Iowa's Injury Prevention Research Center conducted a comprehensive statewide child passenger restraint study. The Iowa Rehabilitation continued successful Network its TIPS/Think First program. The program features assemblies at high schools and junior highs across the state featuring individuals experienced who have traumatic injuries in crashes. These first person accounts help to drive home the reality that traffic crashes are not victimless events and that the consequences of one simple mistake or

error in judgment can be life threatening, permanent and profound.

The *Iowa Department of Public Health* continued the Bucklebear program that works with local child care centers, especially those with large at-risk populations, to educate parents on the importance of child restraints and safety belt use.

On the enforcement side of the equation, the Cedar Rapids Police Department continued to focus on safety belts as part of their overall enforcement effort. The Iowa State Patrol continued to play a major role in Operation C.A.R.E. (Combined Accident Reduction Effort), the national holiday enforcement effort. the Patrol conducted In addition. selective overtime enforcement on a regular basis, including joint efforts with local law enforcement. These efforts involve speed and OWI enforcement as well. Other enforcement activities included efforts by the Central Iowa Traffic Safety Task Force (CITSTF), which combined multi-agency occupant protection enforcement and safety belt promotion/educational campaigns.

The *Iowa State University's* child restraint education program focused on the University's sizable population of international families while the *Iowa State Sheriffs' and Deputies Association* did a safety belt PSA for statewide release and use.

Beyond 402, several important activities occurred utilizing TEA-21 Incentive funds:

Under the Section 2003b, child passenger safety education incentive grant, efforts continued to promote the establishment of child safety seat fit stations with an ultimate goal of at least one fit stations in each of Iowa's 99 counties. Utilizing 2003b, *KN Integer* developed a series of five public service announcements, each one focused on a common aspect of incorrect child safety seat use or installation.

Funds received under Section 405a, occupant protection incentive, were used to continue and expand the training of child passenger safety technicians and instructors.

In addition to these efforts, Iowa is active in the Section 157 Innovative program working with the *Iowa Illinois Safety* Council on corporate seat belt use promotion, with the Iowa Law Enforcement Academy on occupant restraint training issues and with KN Integer on public information efforts. The 157 Innovative program also funds a full-time **GTSB** staff person. Simpson, who administers Iowa's sTEP grants, which are funded by Section 157 Incentive funds. During FFY 2001, these grants reached more than 140 Iowa law enforcement agencies and played a critical role in the state's overall enforcement programs (see details in the 157 Incentive portion of this report).

RESULTS

Iowa is proud of its 10th in the nation status in overall seat belt usage, our primary safety belt law and that our child restraint usage is nearly 80%. We are also proud of our Life Toll, maintained by the Iowa DOT since 1986 when Iowa's seat belt law was enacted. Life Toll contains the names of over 4,600 persons spared death or life-threatening injury in a crash because they were buckled up.

Despite these achievements, much remains to be done. At least 400,000 Iowans still travel unbelted nearly each and every day. These are the 22% who are not regular belt users that we need to reach. Two hundred Iowans died unbelted on our streets and highways last year while countless others were hurt, hundreds of them seriously.

By the end of FFY 2001, KN Integer had produced a new PSA for occupant protection. The "Iowans obey seat belt enforce them" laws. we recognized that the great majority of Iowans are seat belt users. During the winter, spring and summer months, good use was made of previously successful PSAs with a mildly comical enforcement promotion entitled "We're Everywhere" re-released to television and a sequel to a popular radio spot, "Kowalski" entitled "Best of Class" released to Iowa radio In a milestone event, the stations. television PSA "Slap" based on the 1950s genre, was distributed to 115 movie theaters across the state for spring and summer use. The movies reach a near ideal audience comprised of many teens and young adults, Iowa's highest crash risk and lowest belt use population.

The University of Iowa's *Injury* Prevention Research Center reported child restraint use for 2001 at 79%, matching the state's all-time record high set in 2000. The successful TIPS/Think First program of high school and junior high assemblies reached 105 schools and 23,225 students, both well in excess of program goals of the *Iowa* Rehabilitation Network. The Department of Public Health's Bureau of Emergency Services continued Medical the working Bucklebear program with Kidquest Daycare and Preschool in Aplington, Iowa. They achieved 100% child restraint and adult seat belt use after the program's completion.

Safety belt enforcement activity was strong with the Cedar Rapids Police Department conducting 38 targeted operations resulting 485 in belt enforcement actions. Two live radio PSAs addressing belt use were completed as well as 10 news releases. The Iowa State Patrol participated in five C.A.R.E. holiday weekend operations resulting in nearly 1,500 safety belt citations and warnings as well as more than 4,000 speed citations and 1,100 other citations. The broad-based selective overtime contract contained two components: general enforcement and enforcement in cooperation with other agencies. General enforcement yielded 2,073 occupant restraint contacts while the

Patrol reached 444 belt violators during joint operations. A total of 3,980 speed actions were taken by the combined activities. Operations with local police departments and sheriffs' offices were very productive for impaired driving interdiction, yielding 115 OWI arrests in just 854 hours.



The Iowa State Patrol conducted many joint enforcement operations. Here they work with the Bettendorf and Davenport police departments and the Scott County Sheriff's Office.

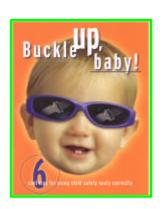
Iowa State University's Department of Public Safety continued to reach a diverse population of students with young children through a combination of safety fairs, safety seat checks and educational efforts. Married student housing complexes, such as University Village, are a focal point for fairs and safety seat checks. A total of 60 child restraints were distributed with loaner programs in place at University child care centers.

The Central Iowa Traffic Safety Task Force, composed of police departments and sheriffs' office in the nine-county central Iowa area, completed several important goals in 2001. Through a contract with the *Ankeny Police Department*, the Task Force developed traffic safety brochures, which were

distributed during enforcement activities. A multi-agency vehicle safety inspection check was held in Polk City. There was also participation by numerous agencies in local saturation patrols and holiday enforcement events.

The Iowa State Sheriffs and Deputies Association provided assistance in reaching local markets with public information on safety belts via a PSA featuring local enforcement personnel.

Under the 2003b umbrella, *KN Integer* produced five PSAs on correct child safety seat use, completing an 11 video series. Two hundred videotapes of the series were produced and distributed to hospitals, pediatricians' offices and child safety seat instructors. Companion brochures were also developed and printed in both English and Spanish.





These brochures list the most common mistakes made when installing and using child restraint systems. Further, they provide details on how "not to" make these mistakes and how to ensure every child is restrained properly.

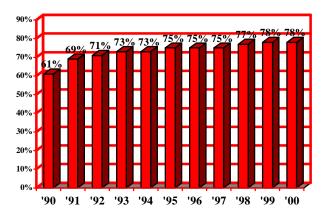
The *Iowa Department of Public Health* utilized 2003b monies to stock Iowa's growing number of permanent fit stations with child restraint manufacturers' instruction manuals and a wide variety of office/business supplies needed to conduct safety seat inspections. Nearly all of Iowa's larger metropolitan areas have a fit stations with the number of stations in medium-sized and smaller counties growing.

Section 405a funds enabled the IDPH's Bureau of EMS to continue expansion of training for child passenger safety technicians and instructors. Four-day technicians training sessions were held in Council Bluffs, Waterloo, Dubuque, Bettendorf, Urbandale and Johnston with a total of 142 technicians trained. Iowa now has 322 Certified Child Passenger Safety Technicians statewide. addition, four new child safety seat instructors were trained. Check-up events were conducted in 30 Iowa cities Thirty-six Iowa EMS and towns. services now have a trained CPS technician. Another positive aspect of this training is that three of the new technicians trained this year are fluent in Spanish.

ADD FOR 2002: EMS BUR HAS PICKED UP THE COST OF THE ADDED FITTING STATIONS AND ARE CONTINUING THIS WITH THEIR OWN FUNDS

Overall, positive developments continued on the occupant protection front. Safety belt and child restraint use, while unchanged from the prior year's surveys, remained equal to the best levels ever achieved in the state. Strong belt and safety seat use clearly has contributed to Iowa's achievement of an all-time low fatality rate of 1.49 in 2000. The elements of strong enforcement coupled with a strong education and public information effort are clearly in place.

Statewide Seat Belt Usage Rates



FUNDING	BUDGET	EXPENDED
Section 402	\$564,865	\$464,581
Section 405a	\$165,000	\$92,130
Section 2003b	\$125,000	\$120,418

CONTACT

Jan Goldsmith

Iowa Governor's Traffic Safety Bureau 515/281-6583

Police Traffic Services



Police Traffic Services Emphasis Area Contractors:

	Budget	Expended
Ankeny Police Department	\$16,000	\$16,000
Bettendorf Police Department	\$14,500	\$12,644
Burlington Police Department	\$7,500	<i>\$6,750</i>
Cedar Falls Police Department	<i>\$4,000</i>	<i>\$4,000</i>
Cerro Gordo County Sheriff's Office	\$2,000	\$2,000
Clear Lake Police Department	\$2,000	<i>\$1,653</i>
Clive Police Department	\$15,000	<i>\$14,583</i>
Coralville Police Department	\$13,800	<i>\$13,669</i>
Davenport Police Department	\$18,500	<i>\$17,135</i>
Dept. of Public Safety Administrative Services	\$54,000	\$17,542
Des Moines Police Department	\$29,500	<i>\$22,594</i>
Eldridge Police Department	\$2,000	\$2,000
Farm Safety 4 Just Kids	\$24,000	<i>\$22,106</i>
Fort Dodge Police Department	\$7,200	\$6,500
Governor's Traffic Safety Bureau Travel	\$5,000	\$5,000
Hiawatha Police Department	\$7,500	<i>\$7,176</i>
Johnson County Sheriff's Office	\$6,000	\$6,000
Keokuk Police Department	<i>\$7,100</i>	<i>\$6,747</i>
Knoxville Police Department	<i>\$4,000</i>	\$4,000
Marion Police Department	\$9,000	\$9,000
Marshall County Sheriff's Office	<i>\$8,400</i>	<i>\$7,718</i>
Newton Police Department	\$4,000	\$3,900
Norwalk Police Department	\$7,500	<i>\$5,142</i>
Perry Police Department	\$2,000	\$1,903
Robins Police Department	\$3,600	\$3,379
Story County Sheriff's Office	\$10,400	<i>\$9,295</i>
Urbandale Police Department	\$10,500	\$10,500
Windsor Heights Police Department	\$2,000	\$1,990

Police Traffic Services



PROGRAM CHARACTERISTICS

Enforcement Education Equipment

TARGETED POPULATION(S)

Impaired/Unbelted Drivers Speeders Youth & Elderly Bicyclists

PROBLEM IDENTIFICATION

During 2000, Iowa recorded 445 traffic fatalities, 45 less than in 1999 when 490 persons were killed in Iowa crashes. At the same time, Iowa's traffic fatality rate decreased from 1.63 to 1.49 deaths per 100 million vehicle miles traveled (VMT). These figures represent a 9% reduction in both total traffic deaths and in the fatality rate. Over 35,000 persons were injured in 1999 traffic collisions, more than 3,000 of them seriously.

Among the largest contributors to trafficrelated fatalities and injuries in the state, in addition to impaired driving, is failure to yield or stop at stop signs and lights, which causes an average of 70 traffic deaths each year. Another contributor is excessive speed. Excessive speed or speeds too fast for the road conditions results in an average of 50 traffic deaths annually. Lack of safety belt or occupant protection use also contributes to over 150 traffic fatalities per year. For this reason, 402 enforcement in the police traffic services emphasis area focuses on speed, serious moving violations such as failure to yield at stop signs/lights, occupant protection use and alcohol/impaired driving.

GOALS AND OBJECTIVES

- ◆ To maintain/increase enforcement contacts with traffic law violators in identified high-risk jurisdictions in Iowa.
- ♦ To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- ◆ To promote cooperative, multiagency law enforcement initiatives directed at identified high-risk problem areas.
- ◆ To reduce statewide traffic fatalities by 2% by the end of FFY 2001.
- ◆ To achieve a statewide traffic fatality rate of 1.6 fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2001.

STRATEGIES AND ACTIVITIES

As noted earlier, four main categories of traffic law violations constitute the primary causative factors to fatal and serious injury crashes in Iowa. Police traffic services contractors address these problem areas with a combination of selective overtime enforcement public education activities. enforcement arena, all contractors are required to conduct cooperative, multiagency events such as safety checkpoints and saturation patrols. Enforcement focused on speed and other serious violations, occupant protection impaired driving is also required.

Companion efforts in the public information and education area are required for each 402 PTS contractor. These activities typically include, but are not limited to, programs aimed at young as well as elderly drivers, presentations at schools and programs targeting specific highway safety issues.

Enforcement

Enforcement operations are the "bread and butter" of police traffic service related activities. In fact, 22 of the 24 PTS contracts funded by the GTSB in 2001 were with enforcement agencies, including 18 police departments and four sheriffs' offices. Because a number of key factors, such as impaired driving, non use of safety belts, speed and stop sign/light violations are major factors in fatal and injury crashes, all 22 enforcement agencies under the PTS

umbrella had target goals for OWI, occupant restraint, speed and other moving violation contacts. Since each community has unique characteristics, roadway systems, demographics and traffic safety issues, different enforcement agencies may have a stronger focus in some areas. Listed below are some of the points of focus or emphasis for various PTS agencies.

Speed was the primary focus of activities with *Cedar Falls, Newton* and *Windsor Heights* police departments and with the *Cerro Gordo County Sheriff's Office.* All of these agencies purchased radar or laser speed detection equipment with PTS funds. Other agencies that focused predominantly on speed and moving violations included police departments from *Bettendorf, Burlington, Clear Lake* and *Perry* as well as the *Marshall* and *Story* county sheriffs' offices.

Multi-faceted enforcement with occupant restraint as well as impaired driving interdiction was the focal point for the police departments in Ankeny, Coralville, Eldridge, Davenport, Keokuk, Knoxville, Marion. Norwalk Hiawatha. and Urbandale. Coordinated, multi-agency enforcement events are also a part of all PTS contracts. Agencies with a particularly strong push in this area included the Clive Police Department and the Johnson County Sheriff's Office. The Des Moines Police Department put special emphasis on aggressive driving as part of their overall PTS enforcement effort.

Education

A highway safety educational effort aimed at rural youth is one significant "non-traditional" program funded under PTS. This program is administered by the non-profit organization Farm Safety 4 Just Kids and addresses some of the particular driving challenges found by rural youth such as driving on gravel ever-changing roads (with their surfaces), uncontrolled intersections and sharing the road with farm equipment. The fatality rate on secondary (rural) roads in Iowa is more than three times higher than on city streets and four to five times higher than the interstate system.



Farm Safety 4 Just Kids's logo helps promote their programs and their Web site. This year, the log was utilized on billboards as well as several other promotional items.

Sixteen communities committed to the second year of this project. Promotion of the program was conducted in a variety of ways with local newspapers and radio stations on the forefront of the effort. Their Web site, www.buckleuptruck.org, is also available to promote the program

and was also utilized to recognize local projects.

The Iowa Department of Public Safety, of which the GTSB is a part, initiated a new public information and education effort aimed greater the at enforcement community Iowa. in Entitled "DPS 10-43," the newsletter strives to keep police departments and sheriffs' abreast offices enforcement developments at the state and local level as well as sharing success stories.

RESULTS

Enforcement

A total of 22 law enforcement agencies including 18 police departments and four sheriff' offices were involved in selective overtime activities funded under the PTS emphasis area. Alcohol and impaired driving share the spotlight with non-sue of safety belts as the #1 killer and contributing factor in life-threatening injuries that result from traffic crashes. Last year, 112 people lost their lives in Iowa crashes involving drinking drivers. It is estimated that another 500 persons life-threatening injuries suffered crashes where drinking and impaired drivers were behind the wheel.

The 22 enforcement agencies under PTS combined for 1,175 alcohol-related enforcement contacts, some 200 more than the collective goal for these agencies. Ten agencies exceeded their

individual goals. The *Davenport* and *Keokuk* police departments led the way with more than 100 OWI contacts each.



A Davenport Police Department officer writes a ticket while the media captures the effort on film to publicize the event on the local news.

Five additional agencies totaled 50 or more OWI contacts including police departments from *Clive* with 62, *Des Moines* with 74, *Eldridge* with 51, *Marion* with 51 and *Perry* with 95. Overall, the PTS-funded agencies averaged more than 53 impaired driving contacts.

Last year nearly 200 Iowans died unbelted in traffic crashes. Dozens of those lives could have been saved if only the drivers and passengers had invested just three seconds to reach, pull and click. The PTS enforcement agencies made a substantial contribution to reach our national goal of 90% belt use by 2005. A total of 4,084 occupant restraint contacts were reported, up by nearly 500 contacts from FFY 2000 totals.

The *Marion Police Department* led all agencies with 690 contacts, over three times their agency goal. Police

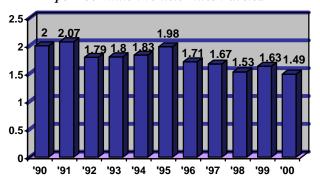
departments from *Knoxville* and *Clive* exceeded 300 safety belt actions while nine other agencies recorded between 200 and 300 restraint contacts. Those agencies include police departments from *Ankeny, Coralville, Des Moines, Fort Dodge, Hiawatha, Keokuk, Perry, Robins* and *Urbandale*. In all, 13 of the 22 PTS enforcement agencies exceeded their individual safety belt contact goals. The 22 agencies averaged nearly 200 occupant restraint contacts per agency.

Excess speed or speed too fast for conditions is a contributing factor in nearly 50 fatal crashes each year while other moving violations such as failure to stop at or yield for stop signs and stop lights results in upwards of 70 traffic deaths annually.

PTS-funded enforcement agencies tallied 9,045 speed and other moving violation contacts during FFY 2001; an increase of more than 1,000 from the FFY 2000 total. Eighteen of the 22 agencies or more than 80% exceeded their individual goals for speed and other moving violation contacts. Among the leaders in terms of contact totals were the *Marion Police Department* with 794, *Bettendorf PD* with 661 and *Davenport PD* with 646 contacts. Nine agencies recorded 500 or more contacts involving speed or other moving violations while six more agencies totaled 300 or more contacts.

In summation, PTS-funded enforcement agencies reported nearly 15,000 traffic-related enforcement actions. These efforts played a critical role in Iowa's achievement of a 1.49 fatality rate per 100 million vehicle miles traveled. This figure is the lowest in the state's history and represents the first time the fatality rate has slipped below 1.5.

Statewide Traffic Fatality Rate per 100 million vehicle miles traveled



Education

Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2001, the 22 PTS enforcement agencies reported over 250 public information and education contacts with nine agencies achieving or exceeding their goal of 12 P.I.&E. contacts per year.

People ages 15-24 represent Iowa's highest risk population for crash involvement. This is especially true in rural areas where young people drive more, begin driving earlier and drive on secondary roads where the fatality rate is four to five times higher per mile driven

than on Iowa's safest roads, that being our rural and urban interstates.

Because of these factors, the private non-profit group *Farm Safety 4 Just Kids*, with funding support from the GTSB, initiated a safety program aimed at rural teen drivers. Now, in its second successful year, the rural roadway safety program focuses on youth education regarding safety belt use, impaired driving and other safe driving behavior. One element of the program puts special attention on pick-up truck operators, the vehicle of choice or availability for many rural teen drivers.

During FFY 2001, program activities involved teens from the communities of Algona, Aplington, Earlham, Edgewood, Eldridge, Hampton, Manchester, Mason City, Orange City, Osage, Rockford and Ventura. FFA and 4-H groups served as local hosts and sponsors. Program activities included traffic safety education sessions featuring local law enforcement officers and Iowa State Patrol troopers. All 12 groups developed community safety programs including the development of action Another main feature is local safety belt checkpoints conducted after the traffic safety education programs. Safety vests were purchased and utilized by teens working in the checkpoint/belt survey efforts.

The program is well promoted with radio distributed **PSAs** to 146 stations statewide. Nine local radio stations and 10 local newspapers provided press coverage in 10 of the 12 program communities, developing both awareness and support among the general those areas. population in Other promotional activities included the use of billboards near participating communities. The Iowa Automobile Dealers Association provided valuable assistance by publishing articles about the rural roadway safety program in the Association newsletter.

The Department of Public Safety's contract for a statewide law enforcement newsletter "DPS 10-43" completed a successful first year. Eight issues of the monthly newsletter, designed to inform law enforcement about state and local traffic safety and related enforcement activities, were produced and distributed. The newsletters were mailed to over 5,000 Iowa peace officers. A survey of newsletter recipients received positive comments and responses. The following are portions of a letter sent to the Commissioner of the Department of Public Safety by a Sioux City officer:

"I just wanted to take a moment to thank you for all the hard work, time and effort that goes into DPS 10-43. The information in this newsletter is very valuable and is well read by more officers than you may realize. This is not one of those newsletters that officers just merely scan and throw away; in fact, many read the articles and discuss them with their co-workers. I have heard nothing but rave reviews from the officers in our area and I hope this newsletter continues . . . I also wanted to let you know that I think all of the cases and information within the newsletter are very valuable and you have done a good job of picking and highlighting those cases which would most pertain to law enforcement. Moreover, the extra tidbits of other useful information has been very valuable . . . Please keep up the good work and thanks again, not just from myself, but from all the other peace officers around the state who enjoy reading the newsletter."

FUNDING	BUDGET
EXPENDED	

Section 402 \$297,000 \$240,926

CONTACT

Mark Campbell Iowa Governor's Traffic Safety Bureau 515/281-5430

Emergency Medical

Services



Emergency Medical Services Emphasis Area Contractors:

Budget Expended

Dept. of Public Health EMS Bureau

\$5,000

\$3,668

Emergency Medical Services



PROGRAM CHARACTERISTICS

Education/Training Resource Materials

TARGETED POPULATIONS(S)

ER Physicians & Nurses EMS Providers Ambulance Drivers Medical Examiners

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa. EMS personnel in Iowa represent over 400 service providers statewide, with over two-thirds of these providers being voluntary. During the past five years alone, emergency vehicles have been involved in more than 100 reportable traffic crashes, including several which resulted in death or serious injury.

GOALS AND OBJECTIVES

◆ To provide highway safety related training opportunities for emergency medical services personnel.

STRATEGIES AND ACTIVITIES

During FFY 1997, the Iowa Department of Public Health, Bureau of Emergency Medical Services recognized the need to

train a group of experienced EMS vehicle operators as **EMS** driver instructors. This training would then be passed along to all EMS vehicle operators Iowa, ensuring in maximum level of safe highway operation for the hundreds of emergency vehicle trips, which occur in Iowa daily. A total of 637 EMS vehicle operators and more than 100 instructors received EMS vehicle training between FFY 1997 and FFY 2000.

Eighty-two of Iowa's 99 counties had at least one operator trained by the end of the 2001 program year and 74 counties had two or more EMS drivers receive training.

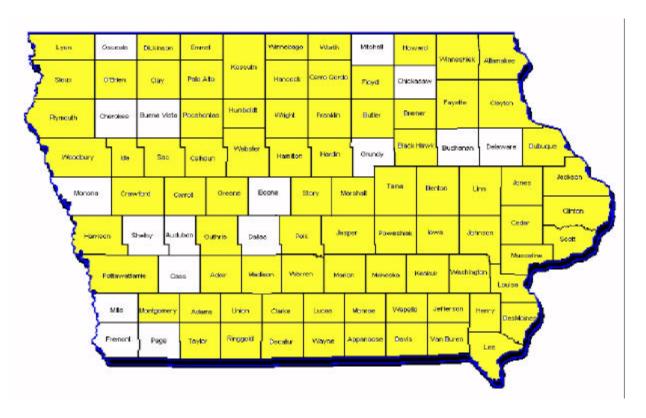
RESULTS

During FFY 2001, the EMS Bureau was able to provide emergency vehicle operator training to 164 individuals, bringing the total number of operators trained since FFY 1997 to 801. Two hundred student EMS operator manuals were purchased and provided to each student. Training has now been provided to operators in 82 of Iowa's 99 counties with multiple operators trained in 74 counties.

Operator training this year afforded a number of counties the opportunity to significantly expand their number of trained operators. In Linn County, the number of trained EMS vehicle operators grew from four to 19. Scott County now has seven trained operators which is six more than they had just one year prior. Lucas, Madison, Wapello, Warren and Washington are among the other counties

that added significant numbers of trained drivers. The program has been well received by local EMS providers. The EMS Bureau has received positive feedback regarding the safety benefits and improved service as a result.

Areas highlighted in yellow represent counties with at least one trained EMS vehicle operator.



FUNDINGBUDGETEXPENDEDSection 402\$5,000\$3,668

CONTACT

Carson Whitlow

Iowa Governor's Traffic Safety Bureau 515/281-8348

Program Management



Program Management



PROGRAM CHARACTERISTICS

Education

Technical Assistance

TARGETED POPULATIONS(S)

GTSB Staff

Program Administrators

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. The timely and prudent administration of federally funded highway safety programs such as 402 and 410 is a key element in Iowa's efforts to reduce the death and injury resulting from traffic collisions on our streets and highways.

GOALS AND OBJECTIVES

- ◆ To provide the program management expertise to prepare, implement and monitor state and local highway safety programs.
- ◆ To provide staff capabilities necessary to support total program efforts.
- ◆ To provide the technical and analytical expertise necessary to plan and evaluate highway safety programs.

◆ To provide and participate in technology sharing endeavors at the local, state and national levels.

STRATEGIES AND ACTIVITIES

Ms. Jan Goldsmith continued as Central Iowa Area Administrator and Occupant Protection Coordinator for the Bureau. She is responsible for a number of occupant protection initiatives including a multi-agency drive to increase seat belt usage and improve speed compliance in central Iowa. Ms. Goldsmith develops grant proposals for 405a and 2003b programs and monitors 402 and 410 contract activities. In addition, she is a member of the Iowa Traffic Control and Safety Association, the Iowa EMS Advisory Council Public Information & Education Subcommittee, the Occupant Advisory Committee and the Farm Safety 4 Us Tractor Risk Abatement and Control Group.

Mr. Mark Campbell continued as the Eastern Iowa Area Administrator for the Bureau as well as the Youth Coordinator and the Police Traffic Services Coordinator. He is also responsible for development, publication the distribution of CrossRoads, the GTSB's quarterly traffic safety newsletter. addition, Mark oversees the monthly monitoring of 402 and 410 contracts. As Youth Coordinator, he is involved in the GTSB's youth/alcohol effort, including programs with Iowa State University and

is part of the ISU Get A Grip Youth Alcohol Advisory Council. He is also a member of the State Steering Committee Prevention for Substance Abuse Resources. During FFY 2001, Mark continued to promote the efforts of multi-disciplinary safety teams including the Scott County and the Dubuque County Multi-Disciplinary Safety Teams. He played a key role in planning and implementing the state's "Multidisciplinary Traffic Safety Teams Peer Exchange." The Peer Exchange brought together a wide variety of people and groups interested in improving traffic It highlighted the many safety. advantages of forming a traffic safety team to coordinate efforts to more successfully accomplish this goal.

Mr. Dennis Becker served the GTSB as the Western Iowa Area Administrator and as Alcohol Programs Coordinator. As the Program Manager of the state's Drug Evaluation and Classification Program (DECP), Mr. Becker has been responsible for the broad expansion of Iowa's DECP. In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 402 and 410 contracts. He serves on several working groups including the Black Hawk County Arrive Alive Committee, the Woodbury County Safe Community Coalition and the Red Ribbon Campaign Planning Committee. Mr. Becker is also a member of the Iowa Traffic Control and Safety Association.

Mr. Carson Whitlow continued to serve as the State Programs Administrator. He

was responsible for monitoring 402, 405a, 410, 411 and 2003b contracts. In addition, he served as staff liaison for the development of a statewide traffic safety conference and annual contractors meeting. He coordinated GTSB public information efforts at the Iowa State Fair and is responsible for the GTSB's inventory tracking. Mr. Whitlow acts as the Bureau's coordinator for computer related issues and is on the Department of Public Safety's Web Team.

Mr. Robert Thompson is the Bureau's Program Evaluator and Traffic Records Coordinator. He monitors activity for all Bureau contracts to evaluate performance and ensure contractual compliance. Mr. Thompson authors the Bureau's Annual Report, Highway Safety Plan statewide Problem Identification. oversees development of performance measures and objectives for 402, 410 and 411 contracts. Mr. Thompson serves as Co-Chair of Iowa's State Traffic Records Advisory Committee and as Secretary of the Transportation Research Board's Transportation Management Safety Committee. He is also a member of the Management **Systems** Iowa Safety Coordination Committee, State the Trauma Systems Advisory Committee and the Board of Directors for Iowa's CODES project.

Ms. Ihla Hochstetler is the Secretary for the Bureau. She coordinates the scheduling of Vince and Larry appearances around the state and responds to a large number of requests for public education materials and manages the Bureau's inventory of educational and promotional items. Ms. Hochstetler serves as the initial contact for the Bureau and is responsible for answering and/or referring telephone calls for all of the GTSB staff. She also assists with office correspondence and other documents and handles ordering of all office supplies and printing.

Once again, the *Iowa State University* Office of Continuing Education worked under contract with the Governor's Traffic Safety Bureau to provide staff and support services for the Bureau's annual highway safety conference. The goal of the conference is to initiate a dialogue with key local, state, federal and private sector leaders to identify highway safety priorities, supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan.

RESULTS

Program management expertise was provided for in preparation, the implementation and monitoring of all state and local programs. Clerical services were provided in support of total program efforts. Technical analytical expertise to plan and evaluate all GTSB highway safety programs was provided. Technology sharing endeavors at local, state and national levels were participated in by the Governor's Traffic Safety Bureau staff and provided for other agencies.

In March, 317 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held in Des Moines. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights.

The Kip Hayward Award, introduced at the 1994 annual conference, honors law enforcement officers dedicated protecting the public from alcohol and other drug impaired drivers. Iowa Drug Recognition Expert, was killed in 1993 after being struck by an impaired driver while directing traffic away from the scene of a fatal accident (also involving an impaired driver). A plaque honoring Kip and each year's recipient is displayed at the Iowa Law Enforcement Academy. This year's Kip Hayward Award winner was Mike Rehberg. Administrator for the DCI Laboratory, Mike was instrumental in the initial success of the DRE Program. His willingness and extra effort with test samples were essential to the program.

Kip Hayward Award recipient Mike Rehberg retired in December of 2000 after 30 years as head of the Crime Lab at the Division of Criminal Investigation, Department of Public Safety.



Each year at the conference, the Iowa Department of Public Safety recognizes outstanding traffic safety contributions by presenting individuals with Commissioner's Special Award for Traffic Safety. Award winners have contributed in a leadership role to traffic safety issues through promotion and awareness in his/her area of expertise. Categories include Criminal Justice, News Media. Health Professionals. Business, Children and Youth Advocates and others. During the 2001 Governor's Highway Traffic Safety Conference, 22 individuals were honored for their outstanding contributions.



One aspect at the forefront of traffic safety in Iowa is corridor enforcement. Sheriff Rick Penning, Grundy County; Lu Simpson, GTSB; Jerry Roche, Iowa Traffic Safety Data Service; Sheriff Dan Hannes, Cedar County; and Captain Bob Rushing, GTSB; spoke to the conference attendees on corridor enforcement.



The latest concerns with Motor Carrier Safety Issues were presented at the conference by Kent Fleming, Federal Motor Carrier Safety Administration; Dave Smith, Iowa Motor Truck Association and Mike Winfrey, Department of Transportation Motor Vehicle Enforcement.

FUNDING BUDGET EXPENDED Section 402 \$564,294 \$559.193

CONTACT

Shelley DeForest Iowa Governor's Traffic Safety Bureau 515/281-3730

Pedestrian/Bicycle Safety



Pedestrian/Bicycle Safety Emphasis Area Contractors:

	Budget	Expended
Department of Public Health	\$10,000	\$6,472
Iowa State Patrol	\$15,000	\$14,491
Pleasant Hill Firefighters	\$1,200	\$1,200

Pedestrian/Bicycle Safety



PROGRAM CHARACTERISTICS Public Information/Education

Public Information/Education Training Safety Equipment

TARGETED POPULATION(S)

Youth/Bicycle Clubs General Public

PROBLEM IDENTIFICATION

Pedestrians and bicycles make up a significant part of the traffic environment. Traffic crashes involving motor vehicles bicycles with pedestrians claim nearly 30 lives in Iowa each year and result in over 1,200 iniuries. Iowa's oldest and youngest citizens (ages 65 and over and 18 and younger) are disproportionately involved in these crashes. While there are no current 402 projects in Iowa that address pedestrian issues exclusively, pedestrian is component in safety a Communities efforts in Woodbury, Black Hawk and Des Moines counties.

Bicycles are a primary mode of transportation for persons five to 14 years of age as well as personal and recreational travel for persons of all ages. During the 1990s, traffic crashes have resulted in an average of seven bicyclist fatalities and over 600 injuries each year. The 5-14 year old age group alone accounts for over 40% of Iowa's bicycle crash deaths and injuries.

GOALS AND OBJECTIVES

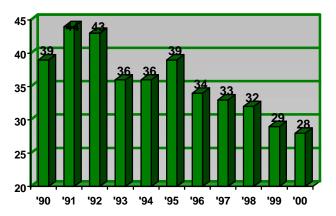
- ◆ To continue to identify and define the pedestrian/bicycle injury fatality problem and establish additional baseline data.
- ♦ To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- ◆ To provide information on safe offthe-road bicycling alternatives throughout the state to reduce vehicle-bicycle crashes.
- ◆ To develop comprehensive pedestrian/bicycle safety programs in communities.

STRATEGIES AND ACTIVITIES

The Governor's Traffic Safety Bureau contracted with the Iowa Department of Public Health (IDPH), Injury Disability Prevention Bureau to promote bicycle safety awareness and facilitate the traffic safety education of Iowa's bicycle riding public. IDPH, with input from the GTSB, has identified local bicycle clubs as an effective and appropriate vehicle for addressing bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations from around the state are solicited, reviewed and evaluated.

Four bicycle groups were awarded grants this year. They were: 1) Mills County Public Health (Glenwood), 2) Marengo Medical Center, 3) Head Over Wheels for Safety (Waverly), and 4) Buena Vista County Extension Office (Storm Lake). IDPH provided clubs the with educational materials and program support for safety awareness events such as bicycle rodeos, school presentations, partnerships with local civic clubs and cooperative students groups and activities with local law enforcement.

Statewide Bicycle/Pedestrian Fatalities



In Glenwood, the *Mills County Public Health Department* received help at their events through volunteers from the Iowa State Patrol, the Mills County Sheriff's Office, the Glenwood Police Department and ISU's Extension Office. In Marengo and *Waverly*, the successful partnerships formed the previous year with the local police departments and the public schools continued. *Marengo Medical Center* personnel and local police visited K-6 grade students at Iowa Valley Elementary.

The *Head Over Wheels* group in Waverly teamed up with law

enforcement, the Integra Health staff and local libraries to work with Bremwood's, a local home for troubled youth. The *Buena Vista County Extension Office* in Storm Lake organized a bike safety coalition with 12 separate groups including the local police department, the hospital, Buena Vista and Iowa State university students.

In another bicycle safety program aimed at Iowa's highest at-risk population, youth, the *Iowa State Patrol*'s safety education officers continued a successful bicycle rodeo program.

The *Pleasant Hill Fire Department* conducted their own bicycle safety awareness program with local elementary schools.

RESULTS

All four groups working under Public Health showed progress in bike helmet usage, based on pre and post program surveys. Improvement ranged from 13 to 33 percent with the overall improvement of 20 percent. Average use in all four communities combined rose from 37 to 57 percent. The four programs conducted activities involving nearly 500 children.

Mills County used the Bicycle Adventures curriculum at four bicycle safety days held throughout the county with a total of 145 kids attending.

In addition to visiting elementary schools, the *Marengo Medical Center*

conducted a bike rodeo. Although the weather was not good, 72 bicycle helmets were distributed with some being purchased by parents. The staff felt very positive that parents are also getting the message and acting as role models.

In Storm Lake, the *Buena Vista County Extension Office* gave special emphasis to the areas large and growing Hispanic population. All educational materials were in Spanish and English as well. Over half of the children participating in classroom bicycle education activities and at the local bike rodeo were Hispanic.



Students at the elementary school in Storm Lake put together a bicycle safety bulletin board as a reminder to think safety when riding your bicycle.

The most rewarding experience for the *Head Over Wheels* volunteers in Waverly was working with the younger children at the Bremwood facility. Eleven children who completed the bike safety unit were provided free helmets and water bottles. Many of these children do not have homes and are bounced through foster care. One

volunteer said it felt like Christmas when the kids saw that they would have their very own helmets.

The program with the *Iowa State Patrol* resulted in 23 bicycle rodeos with 950 helmets and 1,800 bicycle safety t-shirts purchased and distributed.

The *Pleasant Hill Firefighters* conducted an educational bicycle safety awareness effort with Pleasant Hill and Four Mile elementary schools. A total of 180 students were fitted for and received bicycle helmets as part of this effort. Flyers were also distributed to parents on the importance of bike helmets.

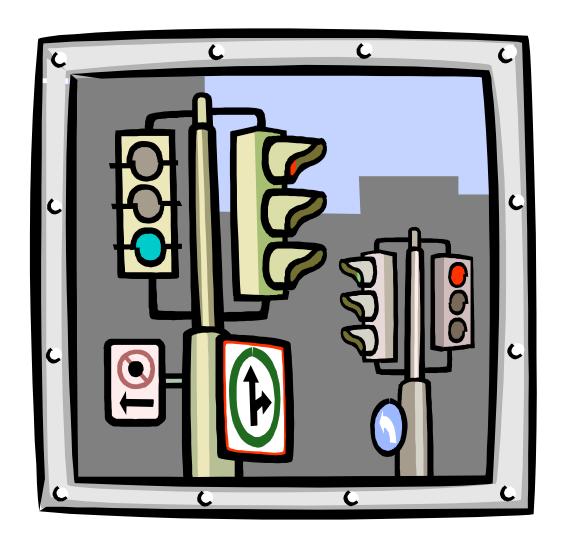
FUNDING BUDGET EXPENDED
Section 402 \$26,200 \$22,163

CONTACT

Carson Whitlow

Iowa Governor's Traffic Safety Bureau 515/281-8348

Roadway Safety



Roadway Safety Emphasis Area Contractors:

Budget Expended

Iowa Department of Transportation

Office of Traffic & Safety

Circuit Rider

\$50,000 \$40,000

Iowa Department of Transportation

Office of Traffic & Safety

T.E.A.P.

\$100,000 \$85,796

Roadway Safety



PROGRAM CHARACTERISTICS

raining

Technical Assistance

TARGETED POPULATION(S)

Engineers

City/County Officials

Enforcement Personnel

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa. These crashes involve over 100,000 drivers and result in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. Factors in the roadway such as signage, road surface, bridges, railroads, medians, guardrails, lighting and numerous others are an integral part of the crash environment.

GOALS AND OBJECTIVES

- ◆ To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not presently available.
- ◆ To participate in training programs designed to enhance the traffic safety expertise of engineers, traffic technicians and maintenance at the state, county and city levels.

STRATEGIES AND ACTIVITIES

In order to bring the potential traffic safety benefits which can derive from traffic engineering studies and subsequent roadway improvements to smaller counties Iowa's and communities, the Governor's Traffic Safety Bureau annually provides 402 funding support for the Traffic Engineering Assistance Program (TEAP). The Office of Traffic and Safety at the Iowa Department Transportation contracts with an engineering consulting firm or firms to conduct these studies for communities which do not have the "inhouse" engineering expertise to conduct such studies.





The second major thrust of GTSB 402 supported efforts in regard to traffic engineering is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety related training for engineers, traffic technicians, maintenance personnel, flaggers and other road construction personnel.

RESULTS

The Traffic Engineering Assistance Program is in the second year of a significant expansion thanks to the addition of \$150,000 in state funds to compliment the \$100,000 of traditional 402 funding. This successful example of 402 "seed money" generating support from non-federal sources enabled the Iowa DOT Office of Traffic and Safety to continue to utilize three engineering consulting firms instead of the traditional single firm. The outcome was 33 that TEAP studies were initiated during FFY 2001, more than double the project goal of 16. Ten studies were completed this year and that number will obviously increase substantially next year with the large number of projects currently Studies completed and underway. underway include pedestrian routes for students, rail grade crossings, truck routes and traffic safety analysis for intersections and corridors.

The TEAP program is of particular significance because it provides engineering analysis expertise to smaller communities who do not have the resources to employ a full-time traffic engineer.

Iowa's national award-winning Safety Circuit Rider program completed its first decade of operation in FFY 2000. During that time, over 7,000 traffic engineers, technicians, maintenance and construction personnel and other highway safety professionals have benefited from this program.

FFY 2001 brought a continuation of this success with 476 individuals being trained including more than 200 flaggers. This training is essential as highway construction activity expands and major construction activities on I-235 in Polk County are slated to begin in 2002.

Another key training component of the Circuit Rider activities is Work Zone Safety Workshops. Held throughout the state, these workshops reach local and maintenance and highway IDOT construction personnel as well as traffic technicians and engineers. During 2001, a total of 17 workshops were held with 269 individuals receiving training. The value and potential safety benefit of this training to highway construction workers and the motoring public cannot be overemphasized. In recent years, Iowa has experienced as many as 15 traffic fatalities and numerous serious injuries in work zone-related collisions.



This scene along Interstate 80 is an example of just one way in which engineering has enhanced safety during corridor enforcement efforts.

In addition to flagger and work zone training activities, the Safety Circuit Rider plays a pivotal role in the traffic signal violation research project in Dubuque, which involves key intersections and high traffic corridors.



He is also active in promoting the development of multi-disciplinary safety teams and works closely with the Iowa Traffic Control and Safety Association and Iowa's Local Traffic Assistance Program.



FUNDINGBUDGETEXPENDEDSection 402\$150,000\$125,796

CONTACT

Carson Whitlow Iowa Governor's Traffic Safety Bureau 515/281-8348

Youth/Alcohol



Booze + Cruise = Lose

Iowa State University

Department of Public Safety

Youth/Alcohol Emphasis Area Contractor:

Budget	Expended	
\$80,000	<i>\$75,286</i>	

West Des Moines Police Department \$20,000 \$19,870

Youth/Alcohol



PROGRAM CHARACTERISTICS Education/Training

Resource Materials

TARGETED POPULATION(S)

Youth **Parents**

Educators

Community Groups

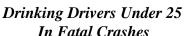
PROBLEM IDENTIFICATION

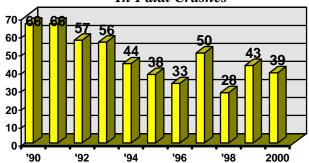
Younger drivers are at higher risk of traffic crash involvement than any other segment of Iowa's population. People ages 16-24 represent about 16% of Iowa's licensed drivers, but in 2000, they represented over 35% of all drinking drivers involved in a fatal crash. Historically, the 16-24 year old group also represents over 35% of all drinking drivers in injury crashes as well. addition to the combination of relative inexperience with both driving and drinking, 16-24 year olds traditionally have lower rates of seat belt use than older adults. Over 40% of all Iowa seat belt citations are issued to people 25 years old and younger.

Reducing preventable trauma related death among 15-25 year olds is a primary goal identified in "Healthy Iowans 2010," a blueprint for improving the quality of life for all Iowans.

GOALS AND OBJECTIVES

- To encourage and promote the development and implementation of vouth/alcohol education prevention programs for elementary, junior high, high school and college students.
- To support the enforcement of Iowa's .02 BAC law for drivers under the age of 21 and other laws pertaining to the purchase and consumption of alcohol by underage persons.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by the end of FFY 2001.
- ♦ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 33% or less by the end of FFY 2001.





STRATEGIES AND ACTIVITIES

Because a major portion of 410 and 402 funding in the alcohol emphasis area is directed at enforcement, including 16-24 year old drinking drivers, the focus under the Youth/Alcohol emphasis area is education and public information. Iowa State University's contract is the Bureau's foundation for this effort. Also included under Youth/Alcohol is an alcohol enforcement effort with a strong education component directed at youth and conducted by the West Des Moines Police Department.

For the eleventh consecutive year, the University held their successful High School Youth Leadership and Alcohol Prevention "Get A Grip" Conference to bring together high school students and counselors from around the state for three days of intensive training. conference is dedicated to developing leadership skills, decreasing alcoholrelated traffic crashes among Iowa's youth and assisting in forming healthy communities. safe **Besides** developing leadership skills, making healthy choices and being a positive role model in their schools and communities, students and adults work together to create prevention strategies to address alcohol and traffic safety in their towns. A major focus is developing action plans and alternative activities for both the school and the community that do not involve alcohol or drugs.

Iowa State University's Department of Public Safety conducted two 3-day training programs for high school advisors on positive students and alternatives to impaired driving. hundred fifty-seven students representing 19 schools attended. During their eleven-year history, over 1,600 students have attended the "Get A Grip" workshops, which focus on participant interaction. Breakout sessions this year included "Iowa's Graduated Driver License System," "Making a Difference Starts With You," "Survivor Skit" (based on popular TV reality shows) and what would you do in this situation. Teams developed effective action plans for building coalitions and making a positive change in their community. All plans included finding creative ways of dealing with substance abuse issues like drinking and driving, safety belt use, intoxication and peer pressure. Information and education resources were also provided.



Teens at the 2001 Get A Grip Iowa Youth Leadership, Alcohol Prevention and Traffic Safety Training Conferences go through a wide variety of activities and strategy development to help them make positive choices in their lives.

RESULTS

Follow-up includes a comprehensive conference evaluation, development and distribution of a Traffic Safety and Alcohol Prevention Activities Guide and student groups to plan for next year.



Quotations from a few of the many comments students (as well as one of the adult advisors) added to their 2001 Get A Grip evaluations:

"I felt that the conference was very helpful, and I've never heard anything like it before. It helped me improve my confidence in myself. I had a great time and I would definitely love to do it again. Thanks a lot."

"I would like to thank everyone at Get A Grip! You all are awesome. My self esteem was raised to the fullest when I left. I have finally realized that I can DO ANYTHING! Please contact me about being a staff member..."

"I learned a lot at this conference -- about how to better my community and about myself."

"Where do I start? You have honestly touched me like no others have! All of the staff members came together for one thing to help others. You have inspired me. Thank you for all you do. Never stop."

"I had no idea how powerful this conference would be. I'm in a brand new school position and this helped me as much personally as professionally. I've never done anything like this before with youth and I was hesitant and very undecided about signing up. . . . Every day with this job is brand new and this conference helped give me confidence and direction. Thank you!!"



Highlights of the West Des Moines youth effort included a total of 139 alcohol enforcement contacts with underage drivers and vehicle occupants, including 77 counts of possession under the legal age. The West Des Moines Police Department is very pro-active and prevention oriented. Keg and house parties with underage drinkers were often stopped and disbursed before they became problematic. Their program also included 82 public information activities.

FUNDING BUDGET EXPENDED Section 402 \$100,000 \$95,156

CONTACT

Mark Campbell Iowa Governor's Traffic Safety Bureau 515/281-5430

Safe Communities



Safe Communities Emphasis Area Contractors:

	Budget	Expended
Black Hawk County Health Department	\$11,500	\$11,486
Siouxland District Health Department	\$9,700	\$9,645
Great River Medical Center	\$5,000	\$5,000
Genesis Health Systems	\$20,000	\$18,630
Healthy Linn Care Network	\$17,500	\$15,348

Safe Communities



PROGRAM CHARACTERISTICS

Enforcement
Public Information/Education
Technical Assistance
Computer Applications

TARGETED POPULATION(S)

Health Organizations Law Enforcement Traffic Engineers Community Groups Schools

PROBLEM IDENTIFICATION

Iowa's Safe Communities program began in FFY 1996 as part of the national effort to develop a comprehensive, community-based, multi disciplinary approach to injury prevention, particularly in high-risk communities. Iowa crashes result in over 35,000 injuries annually and over 3,000 of those are serious in nature.

Because of the injury prevention/reduction focus of the Safe Communities concept, the selection of participating communities for Safety Communities was based, in part, on injury rates per 1,000 population.

GOALS AND OBJECTIVES

◆ To enhance/promote interactions among public and private health organizations, law enforcement, traffic engineers and concerned citizens regarding traffic and other safety related issues in selected communities.

- ◆ To identify populations within the selected communities at a high risk for traffic crash involvement.
- ◆ To develop and implement, where feasible, community program activities designed to increase awareness of traffic injury problems, costs and prevention and to decrease the incidence of traffic injuries.

STRATEGIES AND ACTIVITIES

The reduction of traffic-related death and injury is a cornerstone of the Safe Communities concept. Woodbury County had the highest injury rates among Iowa's larger communities including the highest serious alcohol-related injury rates. Black Hawk County had the second highest traffic injury rates. Iowa's first Communities effort began in June 1996 in Woodbury County with a program in Black Hawk County initiated in October 1996. Development of a comprehensive, traffic safety needs assessment was the first major activity to be undertaken by the Woodbury and Black Hawk safe communities projects. The second step, development of a community traffic crash injury database, was accomplished by working with local EMS providers and area hospitals. Populations at highrisk for traffic injuries were then identified and education, enforcement and other program activities developed to reduce the injury risk to these targeted groups. With high-risk groups identified, selected programs were designed to reach these groups, augmented with quantifiable countermeasures including public education, information and enforcement.

The Arrive Alive group heads up efforts through the GTSB funded program with Black Hawk County Health Department. In Woodbury County, the Siouxland District Health Department coordinates A community-based bicycle safety education program was the focus of a third-year safe community effort in Burlington and Des Moines County. In West Burlington, the Southeast Iowa SAFE Kids Coalition, working through the Great River Medical Center, spearheaded countywide bicycle safety education through local schools. partners included the Burlington and West Burlington police departments and the Des Moines County Sheriff's Office.

Two new safe communities programs received GTSB funding support in FFY 2001. Significantly, these programs are located in the second and third most populous counties in Iowa. In Linn County, the *Healthy Linn Care Network* developed plans and funding sources for a safety trailer to be used for displays, events and as an educational tool for students throughout Linn County. In the Davenport/Quad Cities area, *Genesis Medical Center* provided administrative

support for the Quad Cities Safe Community Coalition. The Coalition focused on youth traffic safety issues including child passenger safety and bicycle safety.

RESULTS

Both the *Siouxland District Health Department* in Woodbury County and the *Black Hawk County Health Department* completed community traffic safety assessments in the fall of 1996. Community traffic crash injury databases were also developed.

In Black Hawk County a combination of medical, emergency 911, and area law enforcement agency crash data was utilized and supplemented by public health data for Black Hawk County, with assistance from the University Northern Iowa. Four high-risk groups were identified including occupant impaired restraint non-users. adult drivers, underage impaired drivers and bicyclists.

During FFY 2001, local collaborative education and enforcement efforts in Black Hawk County focused on youth alcohol, child safety seats, bicycle safety, and impaired driving. One key activity regarding impaired driving was the active participation as a host site for the 08-08-08 demonstration event. See details of the event in the Alcohol Emphasis Section of the Report. Local law enforcement and health officials used the opportunity to direct local print, radio

and television attention to the issue of impaired driving and the reasonableness and rational behind the nation and local (Iowa) push for a .08 BAC law.

Bicycle safety activities by the Black County Department Hawk Health included 27 bike safety rodeos that involved 1,117 local students with a total of 320 bike helmets distributed. Child safety seat use and the correct installation of safety seats was another area of continued focus with 30 safety seat checkups held and 187 child safety seats distributed.

In Woodbury County, Siouxland District Health Department's safe community project continued to focus on child safety seats and bicycles. The "Buckle with Love" program trained 67 individuals at child passenger safety workshops and distributed 210 child restraints in conjunction with the Stork's Nest and HOPES/Healthy Families. Four people were trained as Child Passenger Safety Technicians. Perhaps most significantly, a safety seat "Fit Station" permanent staffing plan was developed Siouxland Paramedics, Inc. Hispanic families now represent nearly 12% of the area's population. Over 120 Hispanic families received instruction assistance with the proper installation and use of child safety seats.

For the fourth consecutive year, Southeast Iowa SAFE KIDS, working in conjunction with the *Great River Medical Center* in West Burlington, conducted a comprehensive bicycle safety education program. With

Assistance from the Burlington and West Burlington police departments and the Des Moines County Sheriff's Office, bicycle safety education programs were held at a number of local elementary schools during the spring of 2001. Two bicycle rodeos were held and a SAFE KIDS safety fair resulted in the proper fitting and sale of over 300 bicycle Helmets were sold at the helmets. nominal price of \$1 each. A preschool injury prevention program entitled Safety Town was held in June. Forty-four children attended the 2-week program, which included bicycle safety. 21 teen volunteers staffed the program. volunteers and students received a bicycle helmet.

Genesis Medical Center in Davenport serves as the host agency for the Quad Cities Safe Community Coalition, which began its first year of GTSB funding support. Much like other safety community efforts in Iowa. predominant focus is youth and traffic safety, more specifically child passenger bicycle safety. accomplishments included the training of eight Child Passenger Safety Technicians and a monthly car seat checkup in Eldridge. Education for Genesis Medical nursing staff and other employees was also provided with a 2-hour safety seat class. Three bicycle rodeos were held that involved the active participation of local elementary schools. One unique feature of this program is a Speakers' Bureau to promote traffic safety issues and the importance of injury prevention. Highlights included the passage of a

local ordinance banning passengers in the open bed of pickup trucks in Davenport, Bettendorf, Moline and East Moline. This followed a presentation to the Davenport City Council by Dr. Joseph Lohmuller and Vicki Langfeldt. Genesis nursing staff also addressed numerous local driver education classes regarding the consequences of drinking and driving with over 2000 area students reached.

Another safe communities partnership was forged between the GTSB and the Healthy Linn Care Network beginning in Healthy Linn's primary FFY 2001. focus has been the development of funding sources for a safety trailer and accompanying highway safety education The GTSB and the Iowa displays. Department of Natural Resources are key supporters in this effort. The trailer will be completed for use by March 1, 2002. As a mobile unit, this trailer will be taken to schools and events throughout Linn County helping to bring home the traffic safety message to students and a broad array of other groups.



Healthy Linn Care Network's safety trailer is an exceptional component of their Safe Community program. Colorful, eye-catching graphics for the sides and back of the trailer cover a wide variety of traffic safety concerns.

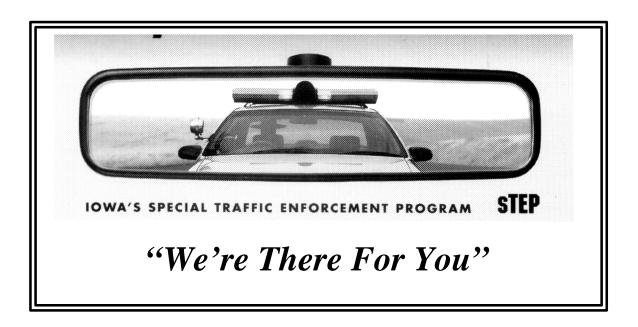


FUNDINGBUDGETEXPENDEDSection 402\$63,700\$60,109

CONTACT

Denny Becker Iowa Governor's Traffic Safety Bureau 515/281-8844

Occupant Protection Incentive Grant Section 157



Occupant Protection Incentive Mini-Grantees:

Ackley Police Department

Adair Police Department

Akron Police Department

Albia Police Department

Algona Police Department

Anita Police Department

Auburn Police Department

Aurelia Police Department

Avoca Police Department

Battle Creek Police Department

Bellevue Police Department

Benton Co Sheriff's Office

Bloomfield Police Department

Blue Grass Police Department

Bremer Co Sheriff's Office

Buchanan Co Sheriff's Office

Buena Vista Co Sheriff's Office

Buffalo Police Department

Butler Co Sheriff's Office

Calhoun Co Sheriff's Office

Carter Lake Police Department

Cedar Co Sheriff's Office

Centerville Police Department

Charles City Police Department

Cherokee Co Sheriff's Office

Cherokee Police Department

Chickasaw Co Sheriff's Office

Clarence Police Department

Clarksville Police Department

Clay Co Sheriff's Office

Colfax Police Department

Delaware Co Sheriff's Office

Denver Police Department

Dickinson Co Sheriff's Office

Dyersville Police Department

Eagle Grove Police Department

Eldora Police Department

Emmet Co Sheriff's Office

Fairfield Police Department

Floyd Co Sheriff's Office

Forest City Police Department

Franklin Co Sheriff's Office

Garner Police Department

Glenwood Police Department

Greene Co Sheriff's Office

Grinnell Police Department

Grundy Center Police Department

Grundy Co Sheriff's Office

Hampton Police Department

Harrison Co Sheriff's Office

Henry Co Sheriff's Office

Hinton Police Department

Howard Co Sheriff's Office

Humboldt Co Sheriff's Office

Ida Co Sheriff's Office

Indianola Police Department

Iowa State Patrol

Janesville Police Department

Jefferson Co Sheriff's Office

Jesup Police Department

Jones Co Sheriff's Office

Kossuth Co Sheriff's Office

Laurens Police Department

Lawler Police Department

Le Mars Police Department

Leon Police Department

Madison Co Sheriff's Office

Manly Police Department

Maquoketa Police Department

Marengo Police Department

Melbourne Police Department

Merrill Police Department

Mills Co Sheriff's Office

Missouri Valley Police Dept.

Mitchellville Police Department

Monona Co Sheriff's Office

Monroe Police Department

Montgomery Co Sheriff's Office

Monticello Police Department

Moville Police Department

Nevada Police Department

New Sharon Police Department

New Vienna Police Department

Odebolt Police Department

Oelwein Police Department

Ogden Police Department

Okoboji Police Department

Osceola Co Sheriff's Office

Osceola Police Department

Oskaloosa Police Department

Page Co Sheriff's Office Palo Alto Co Sheriff's Office Plainfield Police Department Plymouth Co Sheriff's Office Polk Co Sheriff's Office Postville Police Department Poweshiek Co Sheriff's Office Prairie City Police Department Preston Police Department Red Oak Police Department Ringgold Co Sheriff's Office Rockwell City Police Department Rockwell Police Department Sac City Police Department Sac Co Sheriff's Office Sergeant Bluff Police Department Shell Rock Police Department Shellsburg Police Department Sioux Center Police Department Spencer Police Department Spirit Lake Police Department State Center Police Department

Storm Lake Police Department Stuart Police Department Sutherland Police Department Tama Co Sheriff's Office Tama Police Department Tipton Police Department Toledo Police Department Union Co Sheriff's Office Van Buren 'Co Sheriff's Office Villisca Police Department Warren Co Sheriff's Office Waukon Police Department Wayne Co Sheriff's Office West Bend Police Department West Branch Police Department West Burlington Police Dept. West Liberty Police Department West Union Police Department Wilton Police Department Winterset Police Department Woodbine Police Department Wright Co Sheriff's Office

Occupant Protection Incentive



PROGRAM CHARACTERISTICS Education

Enforcement
Public Awareness

TARGETED POPULATION(S)

Rural Areas/Small Communities Low Use/High-Risk Populations Traffic Violators Statewide

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. In Iowa fatal crashes, nearly 60% of the fatality victims are unbelted, despite a statewide usage rate of 78%, tenth best in the nation.

GOALS AND OBJECTIVES

- ◆ To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- ◆ To establish, using the sTEP model, occupant protection education/ enforcement programs with at least 100 counties/communities in rural Iowa.
- ◆ To improve, collectively, safety belt use in participating communities by at least 5% during FFY 2001.

◆ To achieve a statewide safety belt usage rate of 85% by the end of FFY 2001.

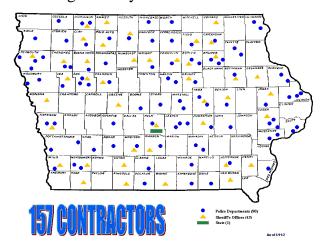
STRATEGIES AND ACTIVITIES

While Iowa has continued to make progress in improving overall safety belt usage statewide, the rate of improvement has slowed considerably when compared with the gains made during the first six years of Iowa's law. From 1993 to present, increases have averaged 1% annually. During the first six years of Iowa's law (1986-1992), belt improved 28%, from 43% to 71%. One reason for this slow growth in usage rates is the consistently lower rates observed in rural area and small communities. While the Special Traffic Enforcement Program (sTEP) efforts had proven to be successful in raising belt use rates in participating small communities, financial resources available under Section 403 and other sources were simply not enough to adequately address the rural low usage problem statewide.

The receipt of Section 157 incentive funds in FFY 1999 provided an ideal funding vehicle to expand the successful sTEP model statewide. In January 1999, a brief survey was sent to all Iowa law enforcement agencies regarding equipment needs, number of officers and number of marked vehicles.

Over 700 law enforcement agencies representing all of Iowa's 99 counties were invited to participate in the new "sTEP." hundred fifty-seven One agencies (35 sheriffs' offices, 121 police departments and the ISP) agreed to participate in the program. Much like the original sTEP, the main thrust of this program is the use of a combination of public information. education and enforcement in conjunction with designated nationally periods or "waves."

Iowa's initial sTEP/157 program was a Four scheduled waves great success. plus two independent events generated more than 16,000 occupant protection contacts. In addition, 525 OWI arrests occurred and more than 17,000 speed violation contacts were recorded. Ultimately and most importantly, seat belt use improved nearly 14 percentage points from 66.8% prior to the May 1999 wave to 80.7% in the post survey following the May 2000 final wave.



The FFY 2001 program began on November 1, 2000 with 44 sheriffs'

offices, 90 police departments and the Iowa State Patrol participating.

The other significant effort funded in FFY 2001 with 157 Incentive monies was the purchase of evidentiary breath testing devices (EBTs). The DCI Laboratory, the state's recognized authority in this area, is distributing, installing and providing training on the devices for sheriff's offices, police departments and state troopers across Iowa.

RESULTS

During FFY 2001, a total of four waves of "sTEPped up" enforcement and education were conducted. The first wave was held from November 20-26, conjunction 2000 in with the Thanksgiving holiday weekend. A total of 118 Section 157 grant agencies, along with 20 agencies receiving 402/410 funding and four volunteer agencies participated. Highlights included 3,057 seat belt and child restraint enforcement contacts, more than 4,000 speed contacts and 66 OWI arrests. A grand total of 10.824 enforcement actions reported. Media coverage was excellent with nearly 500 total contacts including 40 with television, 143 and radio and 270 with newspapers and other print media. Seat belt survey results were also encouraging with usage increasing nearly five percentage points from 70.8% to 75.6%.

A second wave was conducted in conjunction with National Child Passenger Safety Awareness Week,

February 12-18, 2001. Despite one of the coldest and snowiest winters in recent Iowa history, 145 1aw enforcement agencies, including 130 sTEP contractors, participated in this wave with a total of 662 officers taking The February wave produced strong enforcement numbers including occupant protection nearly 3,100 contacts, over 2,500 speed enforcement actions and 114 OWI arrests. Safety belt use improved by nearly six percent from Media coverage was 72% to 77.8%. once again very good with 29 T.V. stations, 129 radio stations and nearly 300 newspapers providing coverage of the wave.

The week leading up to Memorial Day (May 21-28, 2001) was the time of the third FFY 2001 wave. One hundred thirty Section 157 contractors utilized 630 officers during this wave, assisted by 54 volunteer officers. A total of 10,619 enforcement actions were reported including 78 OWI arrests, 2,275 seat belt and child restraint contacts and nearly 2,400 speed actions. Over 300 media contacts were made including more than 100 with local radio stations. Safety belt use improved significantly raising from a pre-survey level of 74.6% to a postsurvey mark of 81%.

The final wave of FFY 2001 occurred from August 27th to September 3rd, just prior to the Labor Day weekend holiday. Over 140 law enforcement agencies with nearly 800 officers joined the statewide effort. More than 12,500 enforcement contacts were recorded, nearly 2,000

more than the second-highest wave. Seat belt efforts continued to be strong and consistent with over 3,100 actions while speed contacts stood at 5,286 for the best of any wave. Other highlights included nearly 300 stop sign/light violations and close to 100 each open container and minor in possession actions.



Officers from the Osceola Police Department along with troopers from the Iowa State Patrol use a laser speed device northbound on Interstate 35 during the final wave of the 2001 sTEP effort.

The total sTEP-reported activity from all four waves combined includes 12,714 seat belt and child restraint contacts, almost 16,000 speed contacts and 533 OWI arrests/contacts. The total number of enforcement contacts for these four waves exceeded 40,000. When all waves combined. than 500 are more enforcement agencies and 3,000 officers participated (agencies and officers may be included as many as four times in this count). Most important of all, overall safety belt use improved nearly five percentage points, from an average preevent rate of 73.8% to an average postevent rate of 78.7%. By bringing the rate for the predominantly rural smaller and medium-sized communities to a belt rate above the statewide average of 78%, sTEP has made a significant contribution to statewide seat belt and child restraint compliance.

Ms. Lu Simpson who joined the Bureau as sTEP Coordinator early in calendar year 2000 ably administers Iowa's sTEP. She is a 20-year veteran of the Department of Public Safety, having worked with the Law Enforcement Intelligence Network (LEIN) program for a number of years prior to joining the GTSB. Her background in working with law enforcement agencies throughout the state as part of the LEIN program has enabled Lu to develop effective working relationships with the nearly 150 police departments and sheriffs' offices who participate in these sTEP waves, either as program contractors or volunteers. Lu develops excellent, public timely information announcements regarding the sTEP waves and related program She also monitors program reporting and contract compliance for the 135 agencies that receive Section 157 mini-grants. She develops reports and summarizes the results of each wave as well as year-end reports. Along with fiscal manager, Shelley DeForest, Ms. Simpson conducted regional training sessions for mini-grant contractors. She has been a valuable addition to the GTSB staff.

The DCI Lab purchased 60 DataMaster evidentiary breath-testing devices and began the installation of those units and

corresponding training for law enforcement officers across the state. Iowa's largest counties and other areas with higher concentrations of OWI arrest activity are receiving first priority in order to maximize the initial benefit of the new devices. Over the next three years, it is anticipated that all of the old (current) breath testing devices will be replaced statewide.

FUNDINGBUDGETEXPENDEDSection 157\$836,875\$706,826

CONTACT

Lu Simpson

Iowa Governor's Traffic Safety Bureau 515/281-7166

Alcohol Incentive Grant 410 Program



Alcohol Incentive Grantees:

	Budget	Expended
Altoona Police Department	\$9,500	<i>\$7,874</i>
Ankeny Police Department	\$4,000	\$4,000
Bettendorf Police Department	\$4,000	\$3,650
Black Hawk Communication Center	\$1,500	\$1,200
Black Hawk County Sheriff's Office	\$7,000	\$6,522
Burlington Police Department	\$4,000	\$3,888
Cedar Falls Police Department	\$11,000	\$11,000
Cedar Rapids Police Department	\$15,500	\$14,710
Cerro Gordo County Sheriff's Office	\$7,500	\$5,872
Clear Lake Police Department	\$5,500	\$2,809
Dallas County Sheriff's Office	\$5,500	<i>\$2,764</i>
Division of Criminal Investigation Lab	\$100,000	<i>\$93,814</i>
Des Moines Police Department	\$4,000	\$4,000
Dunkerton Police Department	\$3,300	\$3,000
Eldridge Police Department	\$5,200	<i>\$3,966</i>
Evansdale Police Department	\$6,000	\$3,512
Fort Madison Police Department	\$8,500	<i>\$5,467</i>
GTSB Drug Recognition Experts	\$50,000	<i>\$7,751</i>
GTSB Law Enforcement Liaison	\$10,000	<i>\$8,490</i>
GTSB Travel	\$10,000	<i>\$941</i>
Hudson Police Department	\$4,000	\$2,358
Iowa State Patrol	\$47,000	\$41,239
Jasper County Sheriff's Office	\$6,100	\$3,393

Johnston Police Department	\$4,500	\$4,400
Knoxville Police Department	\$6,500	<i>\$4,086</i>
La Porte City Police Department	\$4,000	\$3,920
Linn County Sheriff's Office	\$38,500	\$38,240
Lisbon Police Department	\$3,500	\$3,000
Marion Police Department	\$4,000	\$4,000
Mount Vernon Police Department	\$8,000	\$8,000
Muscatine County Sheriff's Office	\$15,000	\$13,084
Newton Police Department	\$12,700	<i>\$7,640</i>
Ottumwa Police Department	\$4,000	\$4,000
Pella Police Department	\$6,200	\$5,700
Perry Police Department	\$13,500	\$12,381
Pleasant Hill Police Department	\$4,000	\$3,675
Polk City Police Department	\$8,350	\$7,652
Scott County Sheriff's Office	\$4,000	\$3,650
University of Iowa Public Safety	\$10,900	\$10,900
University of Northern Iowa Public Safety \$2,000		\$1,752
Waterloo Police Department	\$17,600	\$16,979
Waukee Police Department	\$5,000	<i>\$4,182</i>
Windsor Heights Police Department	\$4,700	<i>\$4,410</i>
Woodbury County Sheriff's Office	\$4,000	\$3,995
City of West Des Moines	\$90,000	\$90,000
Division of Criminal Investigation Lab	\$50,000	\$50,000
Division of Criminal Investigation Lab	\$37,000	\$36,317
Iowa Sheriffs' & Deputies Association	\$25,000	\$23,750

Alcohol Incentive Grant (410)



PROGRAM CHARACTERISTICS

Enforcement Education/Training Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Youth

PROBLEM IDENTIFICATION

Despite significant reductions in alcoholrelated fatalities and injuries during the impaired driving remains a 1990s, significant contributor to traffic-related death and injury in our state. Alcoholrelated fatalities for 2000 totaled 112. This is a 15% decrease from 1999 and a 47% reduction from the 1990 total of 210. Alcohol-related injuries totaled just over 2,400 in 1999, down 37% since 1990. Alcohol is a contributing factor in nine percent of all injury crashes, 16% of all crashes that result in a serious injury, and 27% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities. Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To achieve/maintain 28% or fewer alcohol-related fatalities by the end of FFY 2001.
- ◆ To achieve/maintain an alcoholrelated fatality rate of .45 alcoholrelated fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2001.
- ◆ Provide the Iowa law enforcement community with the equipment needed to enforce Iowa's OWI laws, including the .02 BAC limit law for drivers under age 21.

STRATEGIES AND ACTIVITIES

The 410 alcohol incentive program in Iowa has been structured to provide comprehensive impaired driving enforcement, bolstered by a strong public information and education component. Key elements of the FFY 2001 program saturation patrols, corridor include enforcement and other multi-agency events. Structured and well publicized, these events can increase the perception of the risk of apprehension on the part of those individuals who drink and drive.

All 36 law enforcement agencies funded under the 410 program that had planned for traffic safety checkpoints or other multi-agency enforcement activity were actually able to conduct one or more

events, a success rate of 100%. A total of 115 checkpoints or multi-agency activities were reported by the 36 agencies. Local enforcement agencies participating in five or more special enforcement events included sheriffs' offices from Black Hawk and Scott counties and police departments from Ankeny, Altoona, Bettendorf, Cedar Falls, Waterloo and Windsor Heights as well as the University of Iowa's and the University Northern of Iowa's Departments Public of Safety. Continuing a strong tradition of support and leadership, the Iowa State Patrol was an active participant in the majority of these cooperative events.

Saturation patrols and corridor events provided an effective avenue for interdicting with drinking and impaired drivers. Because of factors such as mobility and the element of surprise, some agencies have found saturation patrols to be more effective in reaching the target population (drinking drivers) than traditional checkpoints. Several local agencies also conducted "minicorridor events."

While special enforcement events were a key component of the overall 410 effort, traditional overtime enforcement remained the bread and butter of the 410 program. A total of 18 local police departments, six sheriffs' offices, the Iowa State Patrol and Public Safety Departments at both the University of Northern Iowa and the University of Iowa conducted selective overtime, much

of it focused on high risk times for impaired driving such as evenings, late night and weekends. In spite of the fact that impaired driving interdiction was the main theme of 410 funded enforcement, officers were also attentive to speed and other moving violations as well as non-use of occupant protection systems.

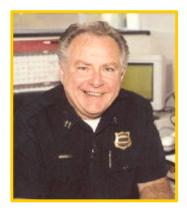
public Education and information components are "built into" Iowa's 410 program to enhance the effectiveness of impaired driving enforcement and to reinforce and bolster public awareness of potential the danger and tragic driving. impaired consequences of Drunk driving prevention components of program overall included the requirement for at least 12 public information/education activities by each local enforcement agency receiving overtime funding support.

As part of Iowa's 410 grant, funding support was received for the purchase of video cameras for use in impaired driving and other traffic stops by law enforcement officers. During FFY 2001, sixteen local law enforcement agencies each purchased one video camera.

The Department of Public Safety's Division of Criminal Investigation Laboratory continued to receive funding support for a full-time criminalist in FFY 2001. After the successful completion of field-testing for new evidentiary breath testing devices (EBTs) in FFY 2000, 20 units were purchased with 410 funds. The purchase and installation of these

units is part of an overall effort to replace all 200 EBTs statewide over the next three to four years.

Captain Bob Rushing became Bureau's full-time Law Enforcement Liaison in February of 2000. On loan for a second year to the Bureau, through a 410-funded contract with the West Des Moines Police Department, Captain Rushing has brought his extensive knowledge and experience to highway safety program. He has been critical in the successful development, coordination and completion of several multi-agency, corridor enforcement events. Not only are the corridor efforts run in a most efficient and effective manner, but also his support with other Bureau activities is invaluable. He lends his expertise and assistance whenever and wherever needed.



Captain Bob Rushing graduated from ILEA in 1971 and continued his education at the Northwestern and Southern California universities. He began his enforcement career as a patrolman with the Windsor Heights Police Department. During his 27 years at the West Des Moines PD he served at every officer position.

Corridor projects were conducted in western Iowa on U.S. Highway 71 on Mary 24, 2001. On the very same day, another corridor effort was conducted on U.S. Highway 151 in eastern Iowa. On July 27, 2001, an event was held on U.S. Highway 61 along Iowa's eastern border. Statewide corridor activity occurred on August 30th with enforcement on Interstates 35 and 80 and additional activity along Iowa Highway 92.

All four events received considerable support from almost every enforcement agency along these routes. Media coverage including print, radio and television was substantial. A key objective of the corridor projects is to raise public awareness of the importance of traffic safety and the dangerous and potentially consequences tragic socially irresponsible, high-risk behaviors like impaired driving, excess speed, failure to stop, and the non-use of occupant protection devices

RESULTS

A total of 36 law enforcement agencies received 410 alcohol incentive funds. Those agencies included 25 police departments, eight sheriffs' offices, the Iowa State Patrol and Public Safety departments from the University of Iowa and University of Northern Iowa. Nine of those departments received 410 funds for video cameras only while receiving overtime funds from the Section 402 program.

All 36 agencies participated in a total of 115 multi-agency enforcement events. This figure actually overstates the number of events held since several 410 agencies may have participated in a single event. These events included corridor enforcement activities, vehicle inspection checkpoints, safety saturation patrols. Collectively, a total of 6,467 overtime hours were reported. This effort resulted in 2,354 OWI contacts of which 798 resulted in an OWI arrest. Other major OWI-related enforcement actions in the 2,354 OWI contacts included 225 arrests for public intoxication. open container 209 violations, 101 violations of Iowa's .02 BAC law, and over 400 arrests for possession under the legal age.

OWI arrests, .02 violations, container and public intoxication arrests were all up significantly from FFY 2000 totals, despite the fact that overall OWI contacts declined by 20%. Possession under the legal age and .02 BAC reflect appropriate violations the emphasis placed on alcohol enforcement Iowa's youngest and vulnerable violators, those under 21 years of age. During calendar year 2000, drivers ages 17-20 represented less than 7% of Iowa's driving population but 19% of all drinking drivers in fatal crashes. Both possession under the legal age and .02 actions represent early opportunities for interdicting with young drivers and possibly altering potentially destructive behavior.

Agencies with particularly strong OWI activity included the *Fort Madison Police Department* with 83 contacts and the *Cedar Rapids Police Department* and the *University of Iowa's Department of Public Safety* with 76 contacts each.

Like other GTSB enforcement contracts, 410 efforts also involve speed and safety belt activity. Speed enforcement activity, often in conjunction with OWI interdiction, resulted in 10,182 speed citations and warnings, up nearly 600 from FFY 2000 totals.

Occupant protection enforcement actions totaled 3,082, down substantially from the 4.350 actions recorded in FFY 2000. With OWI arrests up, the decline in safety belt activity may reflect a shift from afternoon/early evening to more late night enforcement. Strong belt numbers were reported by police departments in Knoxville with 321 contacts, in Pella with 318, in Waterloo with 244 and in Newton with 216 contacts. A grand total of more than 15,000 enforcement actions, or nearly 21/2 per hour were recorded under 410.

Public information and education efforts also successful with were enforcement agencies reporting over 600 information public and education Education and information activities. activity was especially noteworthy in the areas of media contact and involvement with cooperative enforcement events and school/youth alcohol presentations. The Iowa State Patrol alone conducted 63

high school and junior high presentations that focused on impaired driving. Other strong public information and education efforts included the *Waterloo Police Department* with 74 activities, the *University of Iowa* with 61 events and the *Cedar Rapids Police Department* with 33 activities.

The 410 section would not be complete without a discussion of the significance of the four "border to border" corridor enforcement events coordinated by the law enforcement liaison, Bureau's Captain Bob Rushing with an able assist coordinator from PTS Mr. Mark Campbell. However, the true "all-stars" are the nearly 600 law enforcement officers and the dozens of dispatchers and other personnel who made the four events a resounding success.

On May 24th, two corridor events took place on opposite side of the state. In western Iowa, 20 police departments and sheriffs' offices, along with the Iowa State Patrol, conducted afternoon and evening enforcement. They were joined by law enforcement agencies from northern Missouri southern and Minnesota. One hundred and five participating officers reported a total of 1,165 enforcement contacts. On the same day in eastern Iowa, 101 officers from 14 law enforcement agencies conducted enforcement on the entire length of U.S. Highway 151. Wisconsin law enforcement also participated in this A total of 1,436 enforcement effort. were reported. actions Seat belt enforcement is a crucial element of these

events with over 300 safety belt and child restraint violations reported on both U.S. Highway 71 and U.S. Highway 151.

On July 27th, an enforcement event was held on U.S. Highway 61, a main northsouth corridor along Iowa's eastern border. U.S. Highway 61 runs through rural, suburban and urban areas and typically has the highest level of serious injuries of any north-south route in the Highlights included six OWI state. arrests, 17 other alcohol violations, over 600 speed actions, 371 occupant restraint actions and nearly 1,400 total enforcement contacts.



An officer from the Princeton PD makes a traffic stop during the August 2001 corridor project on Interstates 35 & 80. This agency was one of many non-funded agencies along the corridor that assisted in the effort. Over 360 officers from 37 law enforcement agencies made this the largest and most successful corridor effort to date. Since working this project, the Princeton PD has become a new GTSB partner and will be part of the FFY 2002 sTEP effort through a Section 157 contract with the Bureau.

On Thursday, August 30, 2001, just ahead of the Labor Day holiday, a combined I-35, I-80 event resulted in over 5,400 enforcement actions including over 2,500 speed contacts, nearly 700 occupant restraint actions and 26 OWI arrests. As in past years, officers from Nebraska, Illinois and Indiana joined the The Iowa DOT Motor I-80 effort. Vehicle Enforcement officers are a big part of these corridor efforts. On the I-35/I-80 project alone, 237 commercial vehicles were inspected with 106 of those units or their drivers placed out of service. The events garnered significant radio, television and newspaper coverage and served to reinforce to the public the presence of law enforcement and the important safety benefits of obeying traffic laws.

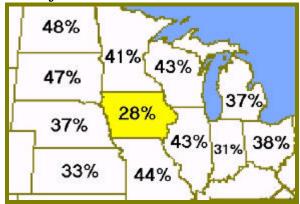
Although no training was conducted in FFY 2001, Iowa's successful Drug Evaluation and Classification Program (DECP) continued with nearly 100 officers in 48 counties. Drug officers Recognition Expert (DRE) submitted nearly 800 urine samples from suspected impaired drivers. Almost 40% of the samples were positive for marijuana and 28% had positive results for a combination of methamphetamine and marijuana. Sergeant Craig Porter of the Johnston PD has served as a lead DRE Instructor for several states. Iowa's program, administered by Denny Becker of the GTSB, is recognized as one of the strongest in the nation. A training class for new DRE officers is scheduled for October of 2001.

Iowa's DCI Lab plays an essential role in providing evidence critical to the

adjudication and conviction of OWI offenders. During FFY 2001, the Lab utilized a full-time criminalist to analyze breath, blood and urine samples for the presence of alcohol and drugs. They also began the task of distributing and installing new evidentiary breath testers throughout the state. This process, which will take at least three years, was initiated with the purchase of 20 DataMaster units, slated for installation in Iowa's highest OWI arrest counties.

Since the inception of Iowa's 410 program in 1995, annual alcohol-related fatalities have declined by nearly 50, falling from 160 in 1995 to 112 in 2000. As a result of these declines, Iowa now has the second lowest alcohol related fatality percentage in the nation.

Percent of Total Traffic Fatalities that are Alcohol-Related in each of the 12 Midwestern States



The above map demonstrates that Iowa has the lowest alcohol-related fatality rate of the 12 midwestern states. Beyond this, we have the second lowest rate in the nation.

FUNDING BUDGET EXPENDED

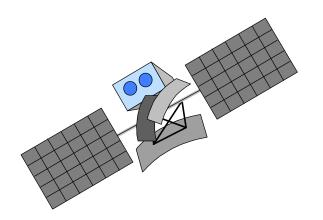
Section 410 \$712,050 \$607,933

CONTACT

Denny Becker

Iowa Governor's Traffic Safety Bureau

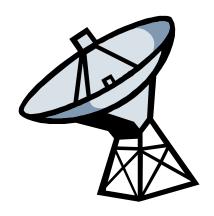
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Traffic Records Data Improvement





Traffic Records Data Improvement Contractors:

	Budget	Expended
Department of Public Health	\$30,000	\$30,000
Department of Transportation Office of Driver Services	\$70,000	\$68,336
Department of Transportation Office of Traffic & Safety	\$45,000	\$20,763
Department of Transportation Office of Traffic & Safety	\$10,000	\$9,581
Iowa State University - CTRE	\$15,000	\$13,876

Traffic Records Data Improvement



PROGRAM CHARACTERISTICS

Training
Technology
Data Collection/Analysis

TARGETED POPULATION(S)

Law Enforcement Traffic Engineers EMS Personnel Data Analysts

PROBLEM IDENTIFICATION

Each year, nearly 70,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, at least 3,000 serious injuries and 450 or more fatalities.

Without proper data collection and analysis on crashes, enforcement and EMS as well as summarizing and dissemination of the results, appropriate highway safety countermeasures and improvements cannot be efficiently and effectively undertaken.

GOALS AND OBJECTIVES

◆ To enhance EMS provider reporting of traffic crash-related trips, improving the viability of Iowa CODES data.

- ◆ To continue a state Traffic Safety Data Service Center improving traffic data availability and utilization by key decision-makers.
- ◆ To fully implement an updated state traffic crash report form.
- ◆ To develop and implement GIS ALAS mapping with Iowa State Patrol district offices.
- ◆ To enhance statewide electronic crash reporting through the Advantage Safety System (now known as TraCS).
- ◆ To continue development of Iowa's statewide Emergency Response Information System (ERIS), a GISbased mapping system for EMS, hospital, and emergency responder information.

STRATEGIES AND ACTIVITIES

Iowa has an active and well-organized State Traffic Records Advisory Committee (STRAC). Formed in 1994, the Committee and its partnering agencies include the departments of Public Health, Transportation and Public Safety as well as Iowa State University transportation research personnel, law enforcement and local traffic engineers.

Prior to the receipt of Section 411 funding support for traffic records initiatives. STRAC had already five-year embarked on its second Strategic Plan for Traffic Records Improvements. Among the key issues and program areas identified were:

- 1) an update of the state's police crash report form,
- 2) enhancement of EMS provider reporting in smaller communities and rural areas,
- 3) promotion of law enforcement's use of GIS ALAS for crash and citation mapping and analysis and,
- 4) increasing the level of electronic crash reporting via TraCS (Traffic Records and Criminal Software), Iowa's first in the nation statewide electronic crash reporting system.

Other major issues were the establishment of a Safety Data Center to improve data access and utilization, particularly by key decision-makers and better integration of safety analysis tools such as Access ALAS, Intersection Magic, GIS ALAS and TraCS.

RESULTS

Several notable accomplishments were achieved during FFY 2001. Perhaps foremost among these the was implementation of Model a new Uniform Minimum Crash Criteria (MMUCC) compliant statewide motor vehicle crash form. Development of this

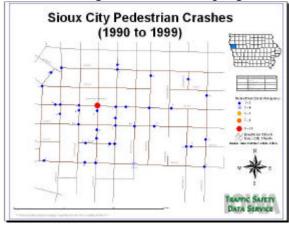
new form, Iowa's first major crash form revision since 1979, began during FFY 2000. By October of 2000, the new form had been finalized and field-tested. The next major step was a statewide training session for law enforcement officers regarding the use of the new crash form. A training session was held in early December of 2000 at the Iowa Law Enforcement Academy. Over 90 police officers, chiefs, sheriffs, deputies and members of the Iowa State Patrol The training session was attended. funded with 411 monies. The new crash report form was implemented statewide on January 1, 2001.

Another major development occurred in January and February when Iowa, as part the National Model for the Improvement of Highway Safety Information Systems, became the first state in the nation to develop an MMUCC-compliant electronic form. Electronic reporting of crashes via TraCS (Traffic records Iowa and Model Criminal Software)/National made great strides in FFY 2001. The Iowa DOT estimates that 50% of all police-reported crashes will be filed electronically by the end of calendar year Just one year ago that estimate 2001. IDOT officials credit the was 25%. GTSB-funded program with the Office of Driver Services as a critical factor behind this improvement. This 411 program provided for the purchase of 22 desktop computers for electronic data entry by local law enforcement agencies.

In another development, the *Iowa* Department of Public Health, Bureau of

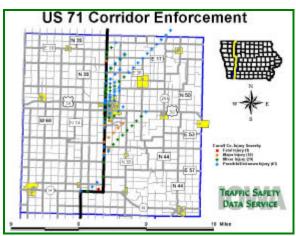
Emergency Medical Services, worked with Iowa State University's Center for Transportation Research and Education (CTRE) to create an EMS Data Client Software for Iowa's six regional EMS offices. The software allows regional EMS coordinators to update the EMS program service database from their regional offices saving time and improving the overall quality of EMS service in the state. Because of significant new EMS/trauma reporting requirements, which became effective January 1, 2001, a training course on injury reporting was conducted with 23 trauma care nurse coordinators receiving training.

In addition to working with the EMS Bureau on the Data Client Software, the *Center for Transportation Research and Education* continued its successful and innovative Iowa Traffic Safety Data Service through a 411-funded program.



This map presents the number of pedestrian crashes in the downtown Sioux City area over a 10-year period. It was requested by the City of Sioux City and provided by CTRE's Iowa Traffic Data Service (ITDS).

Besides numerous day-to-day requests for graphically enhanced crash data and intersection/roadway analysis, responded to 41 major data analysis mapping requests involving more than 20 local, state and federal agencies. These included requests from law enforcement, traffic engineers, metropolitan planners, EMS and other safety professionals. Also among the 41 requests were major roadway and intersection requests from the IDOT and a number of comprehensive corridor requests from the GTSB that included U.S. highways 71, 61 and 218; Iowa highways 92; and Interstates 80 and 35. The mapping and analysis of this corridor crash data is an essential component of Iowa's successful corridor safety enforcement program.



This map shows the 1997-1999 crash history, including location and severity, along the U.S. 71 corridor. The ITSD provided this data to the GTSB as part of a corridor enforcement effort.

Two other projects rounded out the 411funded activities for 2001. Through a contract with the IDOT's Office of Traffic and Safety, the conversion of a number of software analysis tools, each with their own connectivity to the mainframe database file, to a single interface was undertaken by David Brown, Chair of the Computer Science Department at the University of Alabama and his staff. Iowa's Statewide Traffic Records Advisory Committee (STRAC) hosted a statewide Traffic Accident Records Symposium on February 13-14, 2001 at the Scheman Center for Continuing Education at Iowa State University. Despite inclement weather, 100 persons attended the 2-day event, which featured hands-on demonstrations Iowa's state-of-the-art of software analysis tools. These tools included GIS-ALAS, Access ALAS, ERIS, TraCS, and Iowa's Smart Map in-field crash location Dr. Joyce Emery, Safety software. Program Manager for the Office of Traffic and Safety produced and directed a play entitled "A Crash Story" that was very well-received by the audience. This was Iowa's second statewide highway safety information systems conference. The first one was held in 1994.

FUNDING BUDGET EXPENDED Section 411 \$170,000 \$142,556

CONTACT

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